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UDC 33

Yuryeva A. V., ZHdanovskiy S.L. Professional conduct negotiations - one of the important ways of the peace permit conflict in business

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Abstract. *in given to article, we have in detail considered the structures of conduct negotiations, as way of the adjusting interpersonal conflict. Have Analyses the literature on given to problem. Have in detail considered and have analyses the role a row notion in structure negotiations such as: situation* negotiations, *space, important group and etc. Tried to do the findings, revealing particularities to technologies of the undertaking negotiations as peace way of the permit interpersonal conflict.*
Keywords: *negotiations, interpersonal conflict, technologies, structure, important group*
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The Negotiations in itself there is form and way of the interaction of the sides, intended for warning and permits (adjusting) difficult or conflict situation. Presenting itself facility of the permit interpersonal conflict, negotiations objective turn out to be that «tracing», which superimpose on conflict situation her (its) participants for efficient removal existing problems. So structure interpersonal negotiations as a certain systems have determined resemblance with structure of the most interpersonal conflict [3, 12-15] (Drawing.1).

Drawing.1 Photo, reflecting specifics of the undertaking negotiations

Amongst notion, which is usually characterized structure interpersonal negotiations, select such, as situation, her (its) images, negotiations space, problem and subject negotiations, participants, main of the group, condition passing negotiations, as well as styles, ways and acceptance of their conduct. Enumerated structured elements possible to divide into two greater groups: objective forming negotiations and their psychological forming [6, 22-25].

A) Objective forming structures negotiations. The Negotiations as layered phenomena has its structure. However notion «structure» itself is interpreted differently. So, at analysis object material and social life often under structure is understood collection element, forming object.

With reference to negotiations, we think, such approach not quite acceptance since alongside with that that they are a system, negotiations present itself and process. So we consider that structure negotiations is understood as collection firm element and relationships negotiations, providing their wholeness, identity to themselves, change from the other phenomena's of the social life, without which they cannot exist as interconnected holistic system and process[4, 33-36].

The Main components of the structure negotiations can be presented as follows negotiations with separate element in process approach.

Considering negotiations as system, reasonable, on our glance, the whole in scientific and scholastic purpose to use such notion, as « negotiations situation». Peregovornaya situation - a quotient notion to negotiations. She presents it fragment negotiations, unadulterated episode of his (its) development, special «photographic picture» negotiations on determined moment of time. So we think that the structure interpersonal negotiations can be considered and as structure to negotiations situations [6, 11-15].

Each negotiations situation (the situation of conduct negotiations) has an objective contents and subjective importance. We should like to consider them in more detail.

Objective contents to situations

I .The Participants negotiations. In any negotiations, whether interpersonal or interstate (the between group), the main acting persons are a people. The Degree of their participation in negotiations and influences upon their move and upshot can be different: from leading and defining before the secondary and small. Coming thereof basis select main and secondary participant negotiations, as well as of the main group [4, 45-47].

1. The Key contributories negotiations. Their often name the sides a negotiations process or opponent. This that subjects negotiations, which are in the first place interested in permit of the available problem and directly make the active negotiations interaction, playing in him leading role.

The Opponents (process negotiations) - a key section any negotiations. When one of they leave with negotiations that they stop. If change of one of the key contributories occurs in interpersonal negotiations on new, that and negotiations themselves change since begin in principal new negotiations. This occurs therefore that interests and purposes of the sides in interpersonal negotiations personal.

In interstate (the between group) negotiations care or appearance of the new participant in composition of the delegations practically does not influence upon process negotiations. In such negotiations unchangeable pertains not to personalities, but state (the group) [2, 111-115].

In negotiations without fall select such feature an opponent, as their rank. The Rank of the opponent - a level his (its) authority and possibilities on realization their own integer in negotiations, «power», expressed in difficulties and importance his (its) structures and relationships, this (its) official, physical, social,

material and intellectual possibilities, knowledge's, skills and skills, his (its) experience interaction in process negotiations interactions. This width his (its) social relationships, scales public and group support [7, 66-70].

The Ranks opponent differ also presence and value their destructive «potential». In interpersonal negotiations - physical power, weapon; in interstate - armed power, their power, the numerical composition, nature of the arms etc (Drawing.2).

Drawing.2 Photo, reflecting rank opponent

2. The Secondary participants. The Nature of their participation in negotiations can be different: from direct participation before indirect (mediated) of the influence upon move negotiations. In this connection, select: direct and indirect secondary participant negotiations.

To count; calculate; list direct secondary participant negotiations pertain different interested person (the sides), which, aside from the key contributories, objective are involved in process of the permit of the problem. Sometimes in dug the secondary participant emerge the go-betweens, watchers etc. [5, 77-79].

The Indirect participant's negotiations, unlike direct, straight in process negotiations do not participate, but render the mediated episodic influence upon his (its) move and results. The Special place amongst them belongs to the group of support.

Always in any negotiations for back opponent cost (stand) power, which can be presented separate individual, group and etc? They do not take the active action in negotiations, but support that or other side by different methods: moral, material, economic, administrative, political, power and etc. The Degree of their influence upon process negotiations can broadly vary. In group of support can enter to leaders or subordinated opponent, their comrades and familiar etc [5, 56-59].

3. The Special place in structure negotiations occupies the important of the group. Under they are understood individuals or groups, capable to render significant, sometimes defining, influence upon choice by key contributories' negotiations ways and acceptance of their conduct and terminations.

Referentnye groups or active action, or only taciturn support, its presence (moreover not without fall direct) can fundamentally act upon move and upshot negotiations. Even though take into account that separate interpersonal negotiations can occur one on one, without witnesses upshot negotiations of the process in is defined by existence referentnye groups [2, 14-16].

Follows, on our glance, emphasize that referentnye of the group can be included in the secondary participant negotiations (as direct, so and indirect), and even be presented as key contributories' process negotiations.

The Last trend typical not for interpersonal, but for many-sided international negotiations.

In interpersonal negotiations referentnye groups can be presented relative, friends, subject, connected with opponent by some obligations, colleague on work. In international negotiations - a state, different interstate associations, public bodies, mass media [3, 44-45] (Drawing.3).

Drawing.3 Photo referentnye of the group in composition negotiations

II. The Problem negotiations.

We wholly agree with opinion that kernel of any interpersonal conflict, but signifies and negotiations, directed on his (its) permit, is a contradiction. In he is reflected conflict of interests and integer of the sides. This contradiction forms the problem, which there is solve the participant a negotiations. Moreover given problem negotiations remains unchangeable until contradiction not to allow [3, 27-30].

Zachastuyu true contradiction, either as problem negotiations, not are always seen, they not to rest upon surfaces. Thereby, we can wholly confirm that problem negotiations - objective existing or imaginative contradiction, serving base and necessary condition process negotiations.

One more essential attribute negotiations is their subject. To become the subject a negotiations, element material, social or spiritual sphere must be on intersection personal, group, public or state interest subject, which strive to checking on him[5, 57-60].

The Opponents handle the notion «subject negotiations» for realization of the problem, laying process negotiations. In base of the, and indications of his (its) borders. We see that in this notion is a reflected ordinary perception opponent main contradiction (the problems) negotiation. Other word, subject negotiations - that proclaimed problem, on cause which they are organized and conducted.

In principle we can speak of that that technology of conduct negotiations little depends on subject, lying in their base. However, we see that problem appears then, when sides different see the essence a contradiction (the problems), but signifies, differently approach to question about that, on cause what must lead the negotiations. In practice such exists much often. On our glance, as a result can be in a complicated way even to proceed with negotiations so it is important to know how it is correct to select the problem and subject negotiations that constructive to allow the interpersonal conflict. The Loss of the subject negotiations or wrong separation of the false problem greatly reduce efficiency a process negotiations. [7, 78-81] (Drawing.4).

Drawing.4 Photo, showing subject negotiations, as important attribute

IV. Peregovornoe space - an area, whenever possible achievement of the agreement. It is that structured element, which indivisible from subject negotiations [6, 66-68].

That participants of the interpersonal conflict have altered by sawing from unilateral step to negotiations, except absences of the best alternative negotiations, him necessary to define that area, where possible debate and where - that particularly it is important - possible achievement of the agreement. This area of the subject negotiations and name the negotiations by space.

Previously than come to a conclusion about undertaking negotiations, participants of the conflict compare the negotiations space and BATNA - an abbreviation from english «Best Alternative to a Negotiated Agreement» - a best alternative negotiations to decision (the agreement). We completely agree with opinion P.T. Holman, which writes that agreements can be reached only inwardly such space. These agreements are perceived as «honored» or «equal» only in that event if for both sides agreement turns out to be better in contrast with approximate estimation their BATNA[7, 101-105].

For process negotiations presence space necessary that borders of the possible decisions for each of sides «other». It is Important to bear in mind that, either as BATNA, negotiations space is not once and for ever fixed. It can be changed in the course of negotiations - appear, enlarge, be narrowed, rendered concrete and even disappear [8, 110-111].

In the last case sides will have to newly return to interpersonal conflict.

Thereby, we see that presence negotiations space in the absence of BATNA - a central to any negotiations.

V. Micro- and microenvironment. At analysis interpersonal negotiations necessary to select such element, as condition, in which are found and act the opponents i.e. that micro- and microenvironments, in which are conducted negotiations. We think that such approach allows considering the negotiations not as insulated system, but as social situation, with acting upon it political, military, economic, and religious and other factor. Studying scientific literature, we see that as a whole, in domestic science social ambience as complex of the conditions is understood it is enough broadly. In it is usually included not only nearest encirclement to personalities, but also social groups, who representative is given individual. The Account of this encirclement at a rate of microenvironments and microenvironments allows to understand the profound side an integer, motive of the sides, as well as their dependency from this ambiences[6, 23-25](Drawing.5).

Drawing.5 Photo, reflecting ambience negotiations

B) Subjective importance to situations negotiations (psychological forming structures negotiations).

To important psychological forming structures given phenomena’s pertain to need, motives, interests, value, positions, purposes of the sides; the principles, strategies, tacticians of preparation and conduct negotiations, as well as perception opponent situation negotiations to i.e. that information models negotiations, which there are beside each of sides, and in accordance with which opponents organize its behavior [3, 112-115].

I. Need, motives, interests, value, positions and purposes of the sides. At explanation of the activities and directivities action opponent in the course of negotiations, the question is need, motive, interest, value, position and purpose of the separate persons (in interpersonal negotiations) or social groups, state, integer international community .

Base initiator activities participant negotiations are their need. They present itself conditions of the subject, created by exercised opponent by necessity in object (the facility, power, spiritual value), required for his (its) existence and developments. Moreover under need are understood uncontrolled surges of the sides (for instance, need for safety, social identification and etc.). When occurs their realization, that need participant negotiations become their motive [5, 66-69].

The Motives in negotiations - realized impetuses of the sides to entering in process negotiations, connected with satisfaction of their need, collection external and internal conditions, causing negotiations activity of the subject. In negotiations often in a complicated way to reveal the true motives an opponent since they in most cases hide them, presenting in position and declare purpose reasons participations in negotiations, which differs from primary motive [4, 33-35].

The Motives counteracting sides are rendered concrete in their purpose.

The Purpose - an image of the anticipated result, on achievement which is directed actions of the person. The Purpose for subject in interpersonal negotiations is his (its) belief about final result process negotiations and achievement this anticipated useful (with standpoint of the personalities) of the result. Strategic and tactical purposes opponent select in negotiations. The Main (strategic) purpose opponent - a mastering by subject negotiations, which are subordinated tactical purposes [6, 88-90] (Drawing.6).

Drawing.5 Photo, reflecting discussion to purposes negotiations

The Analysis of the reasons and ways of the behavior of the sides in the course of negotiations shows us that they are reduced to longing to satisfy their own interests. These interests present itself realized need (the motives), which provide the directivity an opponent on subject negotiations and condition the realization of their ways and acceptance of conduct process negotiations. Consequently, interests - that, what want the participants a negotiation and as they have defined their own need [7, 93-95].

Close to interest opponent and value, which they can defend in the course of negotiations. They present itself criteria, on base which concrete side defines their own interests, coming from own necessities. Value - sort of axioms, not subjecting to proof [5, 32-35].

The Named notions, we consider follows to distinguish from position of the sides in negotiations. Under position is usually understood that, as participants negotiations formulate their own interests and purposes, as well as that, as sides declare about them. This determined system of the relations opponent to element to situations negotiations, revealing in corresponding to behavior and action. In other words, this collection of the actual rights, duties and possibilities opponent, realize in concrete situation negotiations by means of contact, behaviors and activity [6, 53-55].

The Position is characterized, on the one hand, actively and flexibility, and, on the other hand, relative stability. She can be hard if it is worded and declared in the manner of resolute of the requirements or ultimatum, not allowing other variant, or, opposite, soft if position does not exclude other, half-way decisions.

II. Peregovornoe interaction as structured element consists of action of the sides, expressing in realization of the concrete ways and acceptance of conduct process negotiations. Since actions opponent in the course of negotiations affect the friend

on friend, result from previous action other i.e. realities then in any negotiations they gain the nature of the interaction [5, 29-31].

Peregovornoe interaction has their own principles, styles, strategies (the ways) and tacticians (acceptance). They are one of the main structured element negotiations as process and will are in detail considered in the following chapter given scholastic allowance.

The Problem image (the information models) to situations negotiations available beside each of participating sides, we see that became be considered in domestic and foreign theory and practical person negotiations relatively recently. Under image negotiations to situations are understood subjective picture negotiations, forming in psyche of each participant. She comprises of itself: presentation opponent about themselves itself (their own purpose, motive, value, interest, position, possibility and etc); the belief about withstanding side her (its) purpose, motive, value, interest, position, possibility and etc); the presentation of each participant about that, as other perceives him (it); the belief about ambience, in which are conducted negotiations [6, 44-47].

On our glance, follows to emphasize that exactly ideal pictures negotiations, rather than reality itself defines the behavior of the sides, nature of their interaction. The Persons not simply s on situation process negotiations, but «defines» her (it), simultaneously «defining» itself in this situations, and hereunder he creates, ««creates» given situation.

The Opponents participate in process negotiations not chaotic, but undertake the concrete actions in determined to sequences. Thereby, we see that collection such action and principles to their realization form technology successful process negotiations.

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SECTION 2. CONTEMPORARY SOCIAL PROBLEMS

UDC 316.4

Barabashov D. Problems of science development in modern Russia

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Abstract. *The main purpose of this article is to investigate the problems of science development in modern Russia, such as insufficient state funding of science, changes in the value orientations in Russian society, as well as low salaries of scientists. The problems associated with the decline of science are identified, and the cause-and-effect relations of some of them are revealed. The importance of early solution of the mentioned problems is noted. It is argued that the Russian government and Russian society should develop a comprehensive systematic approach to solve all the identified problems in order to develop science to an appropriate level.*
Keywords: *science, science quality, problems of science, approach*

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1. Introduction

There is no secret that at every stage of its development society and the state have had problems in all spheres of life: political, economic, social and, of course, scientific. One of the most important spheres is scientific, because society in one way or another is involved in science and scientific development, because if there is a strong science in the country, then there will be progress in the country. Poor science is a problem that indirectly or directly has a great impact on Russian society. Due to the backwardness of science in Russia, technology is much worse developed, and progress is slower than, for example, in Western European countries. In this article we will look at some of these issues.

2. Material and methods

The first problem to consider is the poor level of investment in science. Thus, from 2014 to 2016, investment in science from public funds decreased from 437.3 billion rubles to 285.8 billion rubles. As a result, our current spending on science is only 1.3% of national income (at that time), which is more than one and a half times lower than the global average. The expenditures that the state allocates to science are extremely small, which, in turn, does not allow science to develop normally. One can assume that if the state spent more money on science, it would have a direct impact on the country's economic performance, for example on exports. At the moment, natural resources such as oil, gas, and precious metals form the basis of Russian exports.

The second problem is the poor remuneration of scientists. One of the important indicators of the development of science is the cost per researcher. On average, we allocate 1.3 million rubles per researcher per year. Meanwhile, according to calculations of Academician of the Russian Academy of Sciences E.M. Galimova, for proper funding of academic research it is required to allocate for science 3 million rubles a year. According to expert estimates, to reduce the gap from 3 to 2 times the average global level by 2020, it is needed to increase spending per researcher by at least 20% annually. In the new Russian realities, in addition to the state, other social institutions took up the problems of functioning and development of science, but the share of private investment is very small compared with state funding. The result of the reduction of investment in science is the deterioration of the social and material situation of the majority of scientists and the whole society. While considering the negative trends in the development of modern Russian science, it is worth mentioning such an important factor as the prestige of the profession of a scientist. Transformational processes of the last 25 years have had a negative impact on the value orientations in society. This has led to a sharp decline in the prestige of scientific activity. As for the highly developed countries of the European Union, as well as the United States, it should be noted that the prestige of scientific work is falling. This is not only a Russian, but a global phenomenon. On this basis, it is possible to identify several reasons for the decline of the prestige and status of science and the work of a scientist in modern Russia.

Firstly, the loss of interest in the development of science on the part of the state. It is much more profitable for the state to export the country's natural resources and import technology. After all, huge spending on science does not give quick results and quick profits, because first it is necessary to get closer to the scientific development of leading countries. This is a serious problem, because importing technology makes Russia dependent on technology-importing countries. However, again, it is not profitable for the country to invest in national science, because you can simply import the missing technology. Yet this is completely wrong decision, as advanced science gives more benefits in the long run, because the constant import of technology is a huge waste of money that could be spent on the development of the social sphere of society.

Secondly, the lack of government interest in introducing new specialists into the scientific sphere. Today only 1% of university graduates go into science. During all the years of Russia's post-Soviet development the state has failed to make scientific activity attractive for young people and to restore the prestige of scientific work. A social program to support young scientists can help attract young people to science. It concerns the possibility of increasing the level of education in leading scientific centers in Russia and abroad with a return to their home country with a high level of knowledge and qualifications, as well as state support for young scientists by providing them with preferential departmental housing or preferential mortgages. But there are no social programs of this level yet.

Furthermore, among the negative trends in the development of science in modern Russian realities we should note the solid age of scientists, members of the scientific community. According to the Institute of Problems of Science Development of the Russian Academy of Sciences, at present the average age of scientists of the Russian Academy of Sciences is 75 years. Meanwhile, it should be about 40 years old, as it is observed in many foreign countries. For comparison: in the mid-50s of the last century the average age of researchers in the country was 38 years. In some major academic institutions, the number of researchers under 30 years of age reached 50 to 85%.

It cannot be denied that the age of a scientist, to a certain extent, negatively affects his or her creative abilities and the contribution that the scientist makes to the development of science. However, it cannot be denied that the presence of older people in Russian science, especially fundamental science, has positive aspects. The older generation of scientists has not only adapted to the new conditions of existence in science, but also got the opportunity of professional implementation, the current generation of Russian scientists of the older generation still forms the core of science. It is gradually disappearing, however, which has a negative impact on the development of science.

According to Web of Science statistics, the share of Russian publications in the world flow is now less than 2%, while in the United States it is 30.3%, in China - 8.5%, and in Great Britain - 8%. According to The United Nations Educational, Scientific and Cultural Organization, the number of Russian scientific publications in the last fifteen years has grown by only 12% as compared to a tenfold growth in China and a threefold growth in India. Russian science lags behind the science of developed countries in terms of science and technology also by such indicator as the citation rate of publications. It should be noted that the citation rate of publications reflects the impact of the research result on the scientific community, its usefulness for other scientists. As the world experience shows, today the share of cited scientific publications in the USA makes up 69,55%, in Great Britain - 68,89%, in Germany - 67,87%, in France - 65,61%. Meanwhile, in Russia the citation rate of publications has recently been 44.71%, which is much lower than the average share of cited scientific publications, which is 55%. According to various estimates, from 45 to 65% of publications in highly cited editions fall to scientists of the institutes of the Russian Academy of Sciences.

However, it should be noted that Russia is in the most favorable position in terms of the share of cited scientific publications in the natural sciences - physics, chemistry, space sciences and mathematics. This is largely due to the fact that in the recent past the government focused on natural science knowledge, which was determined not only by its fundamental nature, but also by its purely pragmatic, applied orientation. Now, however, Russia's contribution to the development of areas of scientific knowledge is also declining.

The results and consequences of what has happened for almost 30 years have shown that in order to take a worthy place in the world scientific community, Russia needs to preserve the scientific experience of many generations, the valuable in Russian science, which contributes to its further development, and actively promote science among young people, because scientists, no matter what happens in the scientific field, will improve and develop domestic science, which only promotes economic development, greatly improves the social sphere and simply make Russia more competitive

Conclusion

To summarize, Russian national science has great opportunities, but the government and the society are need to understand that a developed science means both a strong independent economy of the state and an improvement in the lives of ordinary citizens. Therefore, the state needs to spend more on the development of national science, and Russian society needs to be more interested in science.

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UDC 316.7

Ishutina E.D., Svyatnenko A.D. Intercultural Interaction in the New Reality in the Context of Dialogue of Cultures

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Abstract. *The article deals with the problem of modern youth through the prism of the dialogue of cultures. The notion of "dialogue of cultures" is concretized. Being a systematizing concept, the dialogue of cultures allows you to see the manifestation of the specificity of those or other cultures, which form the idea of the system of cultural values.*
Keywords: *intercultural communication, dialog of cultures, culture, language.*
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As in past centuries, so now the main expression of the uniqueness of peoples, information exchange and simple communication between people is the language of culture. Therefore, the problem of developing intercultural dialogue, supporting various kinds of connections between peoples, which helps to develop international integration, is raised by itself [1]. After all, it is the integration between each other that many countries and peoples living in them are striving for.

Intercultural integration can give a lot to aspiring countries, such as the development of the economy, the development of culture and education. It is from this that the actual idea of the dialogue of cultures as a guarantee of peaceful development will be formed. Meanwhile, let us note that this idea is not new. The first references to intercultural dialogue can be found in the works of the great philosopher- thinkers of the Enlightenment, especially the works of J.-J. Rousseau, J.G. Herder, and I. Kant.

In the conditions of a rich cultural diversity, the problem of cultural dialogue as a form and method of equitable communication of cultures, exchange of information, and cooperation becomes especially relevant.

According to widespread and general information from a number of sources, the development, creation and giving wide significance to the theme of intercultural dialogue began in the twentieth century. This theme was reflected in many works of contemporaries. For example, the works of K. Jaspers, which raised the importance of the ability to communicate, as it is a kind of "epistemological criterion of truth" and helps in a better sense of the world around us. Further, M. Bakhtin, in his works, made the transfer of the concept of "dialogue of culture" from literature, to a more complex form, as a philosophical one. Also, years later the problems of the “dialogue of cultures” were considered in the works of L. Batkin, M. Kagan, and, at the turn of the 80-90s - in the works of P. Gaidenko, V. Bibler.

Returning to the problem of the development of intercultural dialogue [2], we come out to significant definitions of the criterion of people's culture itself, which is exactly what organizes human thinking, thus ensuring and developing the self-development of culture, the reproduction of personality, and the ability to communicate between peoples. It is also important that all historical and cultural phenomena can act as a product of communication [3], interactions, a consequence of relations with oneself, with society, with the universe.

Interestingly, supporters of hermeneutics can interpret intercultural dialogue primarily as the communication of consciousnesses, their fusion. The subconscious of the people in this case can be considered as a set of images and their structures, formed in the activity of the individual depending on his social environment. Since one of the priority goals of intercultural education is, the achievement of understanding in the broad sense for us it seems important that in the communication of consciousnesses as a dialogue of cultures [4], understanding acts as a translation of the representations of one culture in the representations of another.

Results of the research:

1) the variety of actions of interaction of cultures in modern society has been analyzed;

2) the diversity of the process of intercultural dialogue has been studied.

Conclusion

Considering that intercultural dialogue and culture are in constant dynamics, it can be stated that through it is possible to display the cultural and national mentality of its bearers. Dialogue as a special socio-cultural phenomenon becomes an important means to ensure mutual understanding at different levels of communication.

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SECTION 3. ECONOMICS, FINANCE & ACCOUNTING

UDC 33

Ahmed Sabih Attia. Problems of the implementation of the development strategies of regional socioeconomic systems

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Abstract. *In the development of the region, the key is the formation of high-quality strategies that should ensure socio-economic territorial growth. However, in the process of implementing regional strategies, many problems are revealed that need to be addressed taking into account the national patterns of the regions, the route of sustainable development and the conditions of Industry 4.0. Also, the driver for the implementation of the territorial development strategy is the regulatory support of state programs, which is at a rather low level in Russia. It is important to clarify and modernize the key performance indicators of strategizing, target results and the timing of their achievement.*
Keywords*: implementation of strategies; regional development; region; socioeconomic systems.*

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The global change in the paradigms of sustainable development, informatization of society, socio-economic space determines the genesis of the modernization of regional policy. The directions of selective regional policy in solving many problems are singled out, including interregional differentiation, namely: the search for effective management of regional development; development by authorities of mechanisms and tools for territorial management. The problem of reducing the level of negative impacts that affect the socio-economic situation determines the strategizing of regions as a key development task. Obviously, the foundations for the implementation of state strategies are a system of concepts for developing key areas of the country's foreign and domestic policy [4, p. 45], aimed at socio-economic development and improving the quality of life of the population [6, p. 63].

Since 2014, Law No. 172-FZ “On Strategic Planning in the Russian Federation” has been in force in Russia [8], which defines the rules for applying the development strategies of regions and federal districts, state regional programs and forecasts of socio-economic development [5, p. 76] .

It is important to note that according to the studies of I.V. Mitrofanova identified many problems in the process of implementing state strategies for territorial development. However, all problems can be structured by the divergence method, which allows to detect discrepancies by expanding the boundaries of the concept of implementing state regional strategies, where the concept, goal, tasks and functions are revealed through understanding the definition of "region", which is characterized by: landscape position; natural wealth; infrastructural condition; urban structures; sociological position; ethnic and distinctive definition.

Undoubtedly, the problems of implementing strategies for the development of regional socio-economic systems in Russia are determined in the process of uniting the territorial markets of the region, self-determined by national patterns that affect innovative development [7, pp. 29-30]. The national ways of the region can be both a driver for the development of territories and a deterrent.

In solving the problems of implementing the strategies of the region, an important role is played by the normative support of the Socio-Economic Development Programs, which should include key indicators of strategizing, target results and the timing of their receipt. However, insufficient attention is paid to the normative regulation of strategizing the socio-economic development of the region. The regulation of the system-forming beginning of the development of the region as a regional formation should focus on the functions of managing the territories, characterized by (self-)governance.

At present, the solution of the problems of implementing strategies for the development of regional socio-economic systems passes through the interests of economists, sociologists, historians, philosophers, psychologists, and political scientists [9, p. 17]. Development of strategic decisions aimed at adapting a new cultural paradigm in the face of changing requirements for socio-economic systems and the external environment [1, pp. 84-88]. It is advisable to apply the method of transforming the implementation of the state strategy for regional development to the most acceptable conditions for the socio-economic growth of the region. In a general sense, the boundaries of regional development lie in the formation of a scientific and reasonable compromise between the economic interests of the national economy as a whole and its individual regions. Approaches to solving the problems of implementing regional development strategies are formed on the basis of a normative and analytical information resource, which is formed according to the collection, systematization, analysis, assessment, indicative comparison and synthesis of the socio-economic situation. So, on the basis of the normative-analytical information resource, the problems of smoothing anxiety in interethnic relations in the process of implementing state strategies for the development of the region are revealed in the factor of free movement of citizens across the territory of countries, including Russia and Iraq. This is especially clearly manifested in the tourism and educational spheres of activity, in which a misunderstanding of the ethnic characteristics of the peoples determines the negative attitude of the host country of the region, causing discomfort to guests from other regions. That is why many citizens leave to study and rest abroad, causing an outflow of funds and savings, where the cost of rest and education is often much lower, and the level of education, service and maintenance is much higher.

The problems of the strategizing process must be solved in the following stages: formation of a hypothesis about the possible results of the implementation of strategies; drawing up a general plan and programs; clarification of the tools, schedules and composition of the working documentation, reports, indicators of the quality of the results; clarification of the composition of operational sections on the implementation of the regional strategy.

Another problem is the paradigm that forms the conditions for a new relationship with a person as a central link, accumulating and using the knowledge of the post-economic system in Industry 4.0, which is aimed at adapting and reproducing the integrity of socio-economic systems [2, pp. 53-58]. The need for the formation of competencies and the development of technologies in the management of society was traced as a central idea in technocratic trends [3, p. 13].

Obviously, social reproduction depends on economic culture in socio-economic relations. That is why the solution of the problems of the strategic development of the region can go through the establishment of the meaning and worthy lifestyle of a person as spiritual components in the life of the region. Solving the problems of implementing the development strategy of the region can be carried out through increasing the total capital (financial and industrial; infrastructure and innovation-investment; human, intellectual and social).

It is also important to note that from the position of innovative development of socio-economic systematization, special attention is currently paid to the flexibility of the territories' competitiveness in the process of using capital: production, financial and human, intellectual [10, p. 5-8]. This system seeks to improve the life of the population, evaluating all relations in terms of value as a method of measuring the effectiveness of selected development methods.

Undoubtedly, the dynamic nature of development as a difference from other systems can be traced in constant changes, which can be used to judge the socioeconomic cycle and its conjuncture, as well as to make adjustments to existing development concepts.

Building an effective regional strategy is an actual line of thought in a progressive society that strives for a high quality of life for the population.

In concluding, it is important to note that the complexity of implementing the development strategy of the region as a socioeconomic system lies in the nonlinearity characterized by fuzzy sets of growth prospects and negative factors. However, the area of the system in the concept of implementing the strategy for the development of the region can be represented as a production and reproduction activity, in which it is necessary to take into account the emotional and volitional properties of a person. It is the person who acts as: entrepreneurial, and at the same time labor resources of the region; consumer of the results of regional production; a third person who has a psyche, an emotional attitude to the process and results of regional production; representative of regional authorities; an agent that performs many functions in the regional socio-economic system.

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UDC 33

Egorova M., Pavlov A., Iusufova M. Art market: exports and imports in 2022

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Abstract. *People began to study the "economics of art" relatively recently, around the middle of the 20th century. Then it was found that the incomes of art-related organizations were significantly lower than their costs, and this imbalance could only be corrected by charity.*

However, it turned out that financially supporting the sphere of art still brings a lot of benefits. For example, the development of cultural organizations in the country increases its investment attractiveness. From now on, art was considered not only as a cultural phenomenon, but also as one of the components of the country's economic system.

Keywords: *art market, export, import*

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To begin with, we will define the concept of the art market. This is a special mechanism, a system that carries out the purchase and sale of art objects from the historical moment when these very objects gained liquidity.

It is believed that Dutch artists were the creators of the prototype of the modern art market, because thanks to them, art objects became a commodity. However, along with the new system of customer-buyer relations, many dangers have appeared. One of them was that art prices were regulated only by the ratio of supply and demand, so even great artists could not avoid bankruptcy.

At the beginning of the 20th century, the art market began to change: the number of independent gallery owners, dealers and critics - intermediaries between the artist and the buyer - has significantly increased. Prices for art objects increased during the economic upswing, but its decline made its own adjustments to the art market.

With the outbreak of World War II, the art market in Europe and in the Middle East was, in fact, destroyed, thanks to which it was the United States that took the place of a leader in the art trade. Sales of collections of famous American industrial magnates have shown that the name of the collector has a fairly significant value in determining the value of an art object. In addition, competent marketing decisions also had a significant impact on the pricing of works, since quality standards were very vague. A significant increase in prices on the art market has led to the fact that Europe has become a place of export, and the United States - the main importer.

Now the instability of, for example, financial markets, the oil crisis of 1973 did not affect the growth of the art market in any way. So, in London in 1973, a large auction of contemporary art was successfully held. And only a year later, this market will feel the consequences of the crisis, which in turn will not lead to a collapse.

The art market managed to successfully recover after the crisis of the 1990s, and the next time the lowest possible level of sales will be reached only after the next crisis of 2008; after 2009, global sales did not fall below $39 billion.

According to the Art Basel 2020 report, works of art are divided into several types, which undoubtedly helps to determine their value. Let's look at these classifications in more detail.

1. Fine Arts. It is a type of artistic creation, the purpose of which is to reproduce the surrounding world. The concept combines various types of painting, graphics, sculpture and photography. Due to its versatility, today it can be difficult to determine what exactly belongs to this type. In the 19th century, it served to distinguish between artists (who wrote for the sake of art) and artisans (who wrote for commercial gain), and now many new features have been added to it.

2. Post-war and Contemporary art. Contemporary art is everything that is created by living artists. It has no common ideological origin and is a cultural dialogue on the existing problems of society

3. Modern Art. The term "modernism" in the field of art is usually used to refer to a series of artistic movements that historians and critics have defined from the realism of Gustave Courbet to abstract art and its development in the 1960s.

4. Impressionism and Post-Impressionism. In principle, this genre is considered to be fine art, however, due to the high demand for impressionist artists, it is considered separately.

5. Old Masters. The term "Old Masters" usually refers to the most recognized European artists, mainly artists who worked between the Renaissance and 1800.

Imports

The size of the international art trade is significant. The aggregate value of global imports of art and antiques peaked in 2019 at $30.5 billion.3 Between 1985 and this peak, the value of imports rose 600% in nominal terms, with an average annual growth rate of 8%. Difficulties in access and trading and the cancellation of art fairs, exhibitions, and auction sales during the pandemic resulted in a sharp drop of 38% in the value of global imports of art and antiques in 2020. In 2021, values bounced back to $26.6 billion, a year-on-year rise of 41%.

Art trade statistics are reported with a considerable lag in some regions, but based on the aggregated value of countries reporting in the first six months of 2022 versus the same period in 2021, global imports were up 19% in 2022, with increases in major markets such as the US, the UK, and Hong Kong.These preliminary findings suggest that 2022 will see continued growth and global imports of art could reach an historical peak in nominal dollar values.

Imports are highly correlated with sales in the art market, with the latter being significantly larger. Although they have not grown at identical rates or even in the same direction in some years, in the period from 1990 to the present, there is very high correlation between aggregate global imports and global sales. From the period from 1990 to 2021, the correlation between imports and sales of art and antiques was a high 0.95.

Figure 2.2 | Annual Change in the Value of Global Sales and Global Imports of Art and Antiques

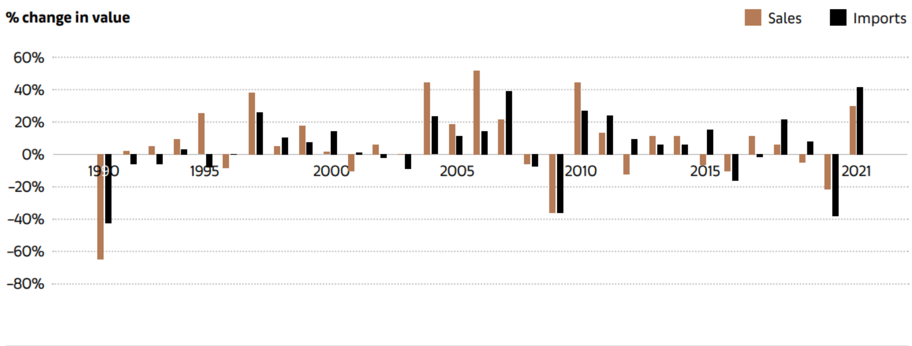

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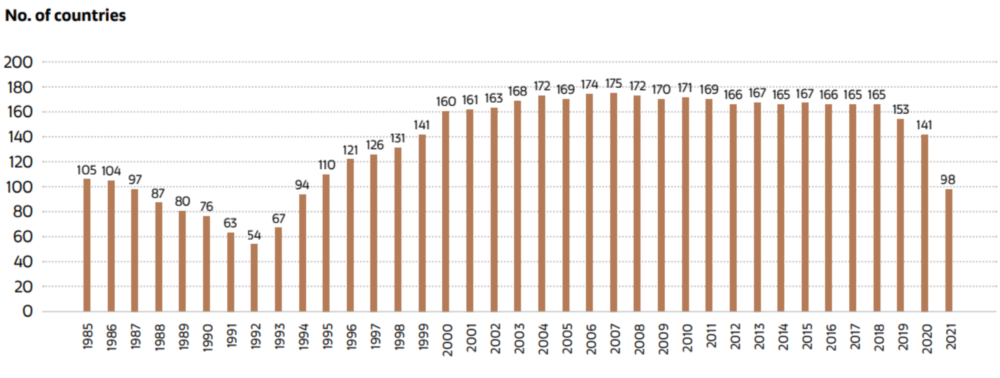
Figure 2.3 | Number of Markets Reporting Imports of Art and Antiques 1985–2021



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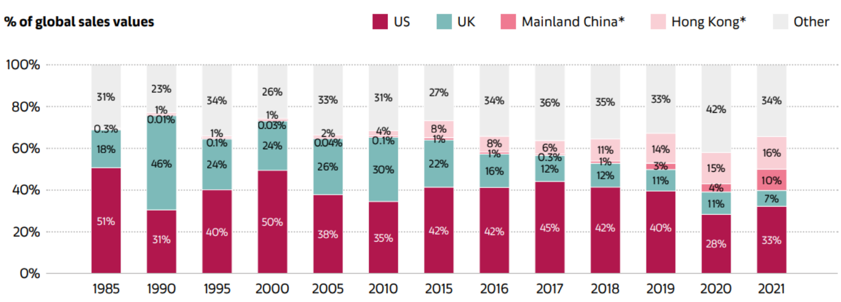
The main reason that the decline in the number of importing countries has had less impact on value is due to the dominance of value in trade hubs in the art market, as described above. Despite changing trends in the numbers of countries importing, typically two thirds or more of global imports by value are into the three main art hubs of the US, the UK, and China (in this case including Mainland China, Hong Kong, and Macao). This has been a consistent feature over time, ranging from close to 80% in 1990 to a temporary low of less than 60% in 2020, when the postponement of major art-related events and auctions, and the difficulties in accessing galleries and supply, may have affected larger markets more acutely. During this period, galleries also reported selling more locally to grounded collectors.

The main change in the structure of art imports over time, paralleling the wider trends in sales in the international art market, has been the rise in share accounted for by China. Prior to 2017,

the region including Mainland China, Hong Kong, and Macao accounted for less than 10% of global imports. This share expanded rapidly after 2017, overtaking the UK in 2019.

Chinese trade statistics present a number of issues that are important to acknowledge in comparative analyses of market shares. The bulk of the value of imports into China are accounted for by art coming into Hong Kong. Up to 2020, imports directly into Mainland China never exceeded 20% of the total Chinese imports of art. In 1990 they accounted for just 1%, however, this increased to 19% in 2020 and to a high of 33% in 2021. The reporting of global and regional trade flows generally includes goods imported and exported between Mainland China and Hong Kong in the total for each market.

Figure 2.4 | Share of Value of Global Imports of Art and Antiques by Region, Selected Years



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* Hong Kong imports exclude any imports of art and antiques reported from Mainland China or Macao in each year. Mainland China imports exclude these imports from Hong Kong and Macao. Macao's imports (with trade from Mainland China and Hong Kong removed) are aggregated with Mainland China. All sets of excluded imports are removed from world totals in the Figure to estimate global market shares.

Figure 2.4 removes all imports reported into Hong Kong from Mainland China and Macao and

all imports from Hong Kong or Macao to Mainland China, and removes all of these intra-regional imports from the global total. Even with these adjustments to account for intra-trade within regions in China, the rising market share of Hong Kong over the UK is still evident, with imports exceeding those to the UK from 2019 (at 14% over 11%) and representing the second-largest share next to the US at 16% in 2021.

Figure 2.4 clearly demonstrates that in 2021, the three major art hubs continued to dominate the value of global imports of art, and, after a temporary contraction in 2020, their combined share was as still as high as it was in the mid-1990s.

Exports

In line with imports, exports of art and antiques have also grown substantially over time, and show a similar pattern of growth paralleling sales in the art market. In the period from 1990 to 2021, exports and sales showed a very high and positive correlation of 0.93, with the major peaks and troughs coinciding with art market booms and recessions.

Exports reached their highest-ever level globally in 2019 at $37.4 billion, exceeding imports. Their expansion in nominal terms since 1985 was also higher than imports at over 1,200%

(or an average annual growth rate of 10%). In almost every year from 2003 to 2021, export values exceeded imports globally, reversing the trend from the 1980s to 2002.

Exports also declined significantly during the pandemic, falling 47% in 2020 to $19.7 billion, their lowest level in a decade. However, they recovered strongly in 2021 to $27.2 billion, an advance

of 38%. The ups and downs over 2020 and 2021 were much more pronounced for the art trade than some other industries. Aggregated total exports of all goods worldwide saw a more muted decline of 7%, followed by an equally proportioned recovery in 2021 (rising 7%).

Again, based on any countries reporting in the first six months of 2021 and the first six months

of 2022, exports of art and antiques increased in value by 47%, including an increase of 95%

in Hong Kong, 59% in the US, and a more moderate 16% in the UK.8 If exports continue to grow at these rates for the second half of the year and show positive growth in the remaining reporting countries, the preliminary findings suggest that 2022 could reach a historical peak in world exports of art and antiques in nominal dollar values.

Like imports, the number of countries exporting art has also increased over time, although the numbers exporting have been consistently lower than those receiving imports of art. In 1985,

87 regions reported exports of art and antiques, but this fell to 49 during the market recession in the early 1990s. There was steady growth in the number of exporting countries to 159 in 2007, and this was relatively stable until the pandemic in 2020, and they had fallen a low of 95 by 2021. As was the case with imports, however, the countries that had stopped exporting art in 2021 made little difference to the aggregate recovery of exports, with these 59 countries only adding less than 2% to total export values in pre-pandemic 2019.

Like imports, exports of art are dominated in value terms by the three regional hubs, which lessened the impact of the reduction in the number of countries once these were included.

The share of the three largest regional hubs has ranged from just over half of global exports by value in 1985 to over 80% in 1990, and they accounted for 69% in 2021. It is notable, however, that while the shares of Mainland China and Hong Kong have risen, they have had less impact than for imports, with these regions remaining primarily buying markets.

Figure 2.7 | **Number of Markets Reporting Exports of Art and Antiques 1985–2021**

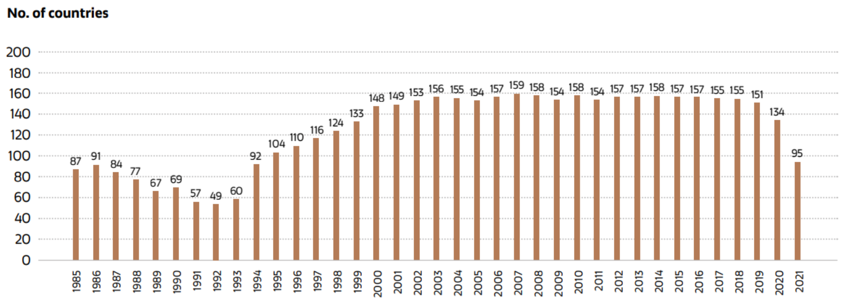

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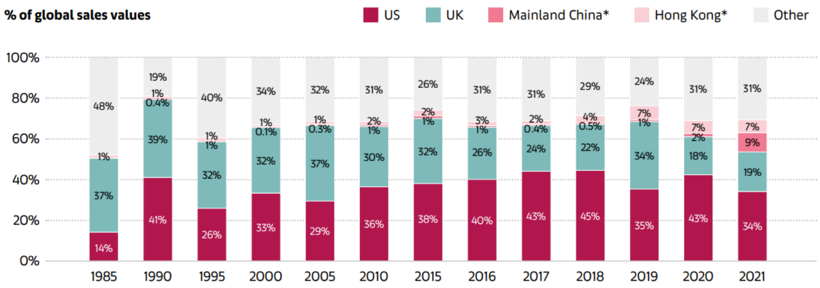
Figure 2.8 | **Share of Value of Exports of Art and Antiques by Region, Selected Years**



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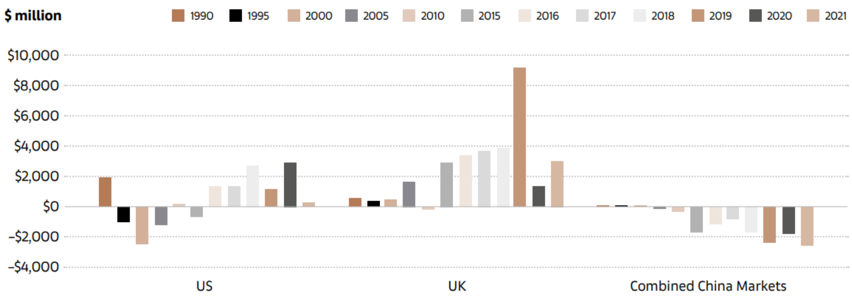
* Hong Kong exports exclude any exports of art and antiques reported to Mainland China or Macao in each year. Mainland China exports exclude these exports to Hong Kong and Macao. Macao's exports (with trade from Mainland China and Hong Kong removed) are aggregated with Mainland China. All sets of excluded exports are removed from world totals in the Figure to estimate global market shares.

Although it has varied to some extent over time, the aggregated Chinese markets (Mainland China, Hong Kong, and Macao) have consistently been net importers of art in recent years (or ran a trade deficit, where imports exceeded exports). This indicates that there has been strong demand over and above what was available for sale locally, and the dominance of China as an important global buyer of art. This was also the case for around 65% of the countries reporting trade in 2021, with the other largest "deficits" in Switzerland, the UAE, Japan, Australia, Canada, and some of the mid-sized European markets such as Belgium and Austria. On the other hand, the UK and the US have been net exporters since 2016, or have had a trade surplus where exports exceeded imports (that is, domestic demand was less than domestic supply and sales), underlining their importance as hubs for international sales rather than simply local markets. While a trade deficit in a hub can imply that demand from local buyers exceeded international buyers, a surplus of exports is an indicator of strong international demand on top of local sales. In 2021, other large surplus markets included France, Germany, and Italy, as well as Brazil and Argentina. Although the number of net importers has not varied greatly since 2019, they have expanded in share since 2000 when they were just 54% of all trading countries (and included the largest market, the US, that year).

Figure 2.9 | Share of Value of Net Exports of Art and Antiques by Region, Selected Years



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The pandemic has also increased interest in our relationship with the environment. While the initial surge of consumerism was not helpful for the environment, the pandemic has led to

new structural efficiencies. Flexible working has reduced commuting to work, and reconsidering the role of the office can reduce energy consumption.

Difficult geopolitical situation in the world has pushed commodity prices dramatically higher and raised significant questions about energy and food security. Even with governments considering how to alleviate higher energy costs, supply constraints make it clear that people and industry must do more with less.

At the time of writing, most major economies had the extraordinarily peculiar combination

of exceptionally low unemployment, negative real wages, and stable consumer spending. This mix may not be sustainable in the long term, and there is considerable uncertainty about whether we face a slowdown or a slump. Either is possible in this higher-risk environment.

Higher inflation has damaged consumer spending power in some areas, but the legacy of the pandemic (for developed economies) is that many consumers have reduced their debt or increased their savings. This allows those consumers to maintain spending even as real income drops. Economies may experience a gradual slowdown if inflation eases before savings or the willingness to borrow is exhausted. But if real incomes do not stabilize in time, economies could head into a slump.

This means that the global economic outlook rests heavily on the inflation outlook. Inflation today can be broken into three categories. The first is the transitory inflation of 2021. Last year's surge

in demand for durable goods (such as electronics and appliances) could not, and did not last. The second is commodity prices. Climate change has lifted food and energy commodity prices. Central banks can do little about this and instead seek to reduce inflation in the parts of the economy that they can control. The final category of inflation comes from expanded profit margins. Some companies, including some that do not normally have strong pricing power, have used external shocks as an excuse to increase prices and profit margins. Taming this inflation is typically the main aim of central banks, and interest rate increases are likely to continue for some time.

The art world is not immune to inflationary pressure. Energy costs apply to galleries just as much any other retail or cultural space.

For now, the global economy seems more inclined to follow the slowdown rather than the slump scenario. Many people can find work, and that can provide enough security to save less and continue spending in the near term. Inflationary pressures are waning. But the slowdown scenario – although milder than a slump – is not without problems. Lower-income households are hurt more by commodity-related inflation than wealthier households, which have, for their part, suffered asset price declines.

The lingering effects of the pandemic and the intensifying effects of the difficult geopolitical situation in world mean that talking of 2022 as part of an economic 'cycle' is still problematic. Economies fell off the cycle in 2020 and have yet to properly remount. Uncertainties persist. In the meantime, slower growth coupled with dramatic structural changes will play a role in any economic scenario.

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UDC 33

Nushtaeva E.M. The digital economy and its impact on russia's foreign trade

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Abstract. *The scientific article examines the impact of the digital economy on foreign economic activity, the current state of the Russian digital trade market, the prospects for its development in the context of international digital trade. The relevance of the problematic of the work is due to the digital transformation in the economy, which leads to informatization and the use of digital technologies in the framework of trade both in domestic markets and in foreign trade of Russia. The characteristics of the digital transformation process and the prospects for foreign economic activity through trade in the online space are considered within the framework of the article.*

Keywords: *World economy, digital economy, digital transformation, digital trade in Russia, development of digital trade in Russia, digital technologies.*

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The digital economy is a way of organizing people's economic activities, based on electronic and digital technologies, and carried out through e—commerce, cloud technologies, digital platforms and network business. In 1995 Nicholas Negroponte, a scientist from the Massachusetts Institute of Technology, in the book "Being Digital" ("Digital existence") defined the concept of electronic economy, the essence of which was the transition from processing atoms that make up the matter of physical substances to processing bits that make up the matter of program codes [1, p. 245]. Among the advantages of digitalization, Negroponte singled out the replacement of the physical weight of products with information volume; low costs for the production of electronic goods and a small area allocated for electronic media; the virtual nature of economic ties, which reduces the need for raw materials; the spread of digital currencies, which is clearly confirmed by the currently developing cryptocurrency market; simultaneous movement of goods and services via the Internet, which is global in nature [2, p. 75].

The introduction of the digital economy is the main aspect of globalization, contributing to the intensification of the effective development of the world economy. In Russia, the growth of the digital economy has already been identified as a strategic priority of the country's economic development, reflected in the National Project "Digital Economy" [3] The Government of the Russian Federation is taking steps to develop and implement measures to stimulate, introduce and promote digital technologies in the process of trading on the domestic and international market in order to achieve significant positions regarding the development of digital the economy on the world market and for the economic development of the country as a whole.

At the moment, Russia is mostly in the first third in the international ratings of digital development: as of 2021, 48 out of 134 on the Network society readiness index; 41 out of 152 on the B2C e-commerce index; 36 out of 193 on the e-government development index. [4]

According to the Institute for Statistical Research and Knowledge Economics (IIEZ) HSE on foreign trade in technologies in Russia in 2021, which characterizes the level of competitiveness of the country in the world markets of intellectual property and technological services:

The total foreign trade turnover of technologies in Russia in 2021 was fixed at the level of $ 9.4 billion — this is the maximum mark over the past 20 years. The volumes of Russian exports and imports of technologies have almost equaled, exceeding 4.5 and 4.8 billion dollars. accordingly. Export receipts in 2021 increased 1.3 times with a slight (0.2%) decrease in import payments. (Figure 1)

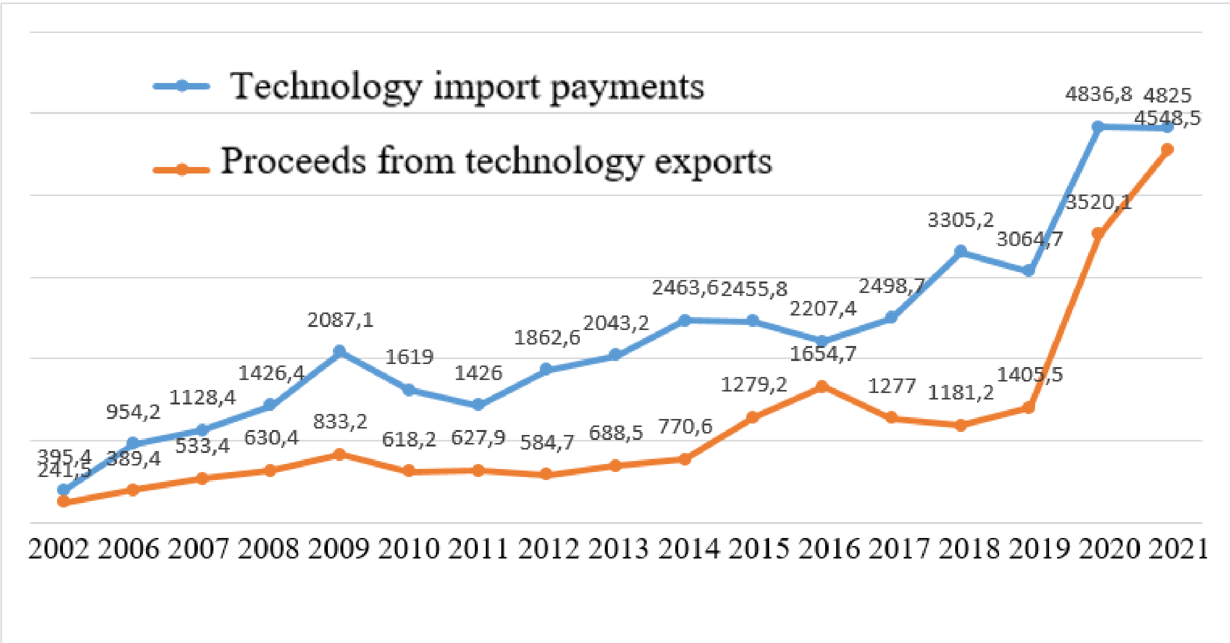

Figure 1. Dynamics of technology exports and imports in Russia (USD million) [5]

In 2021, 5,349 agreements on technology exports and 5,779 on imports were valid in the country, with a total value of $39.4 and $13.7 billion. accordingly. Engineering services are the subject of almost a third (29.2%) of existing export agreements and 39.3% of imports.

(Figures 2, 3)

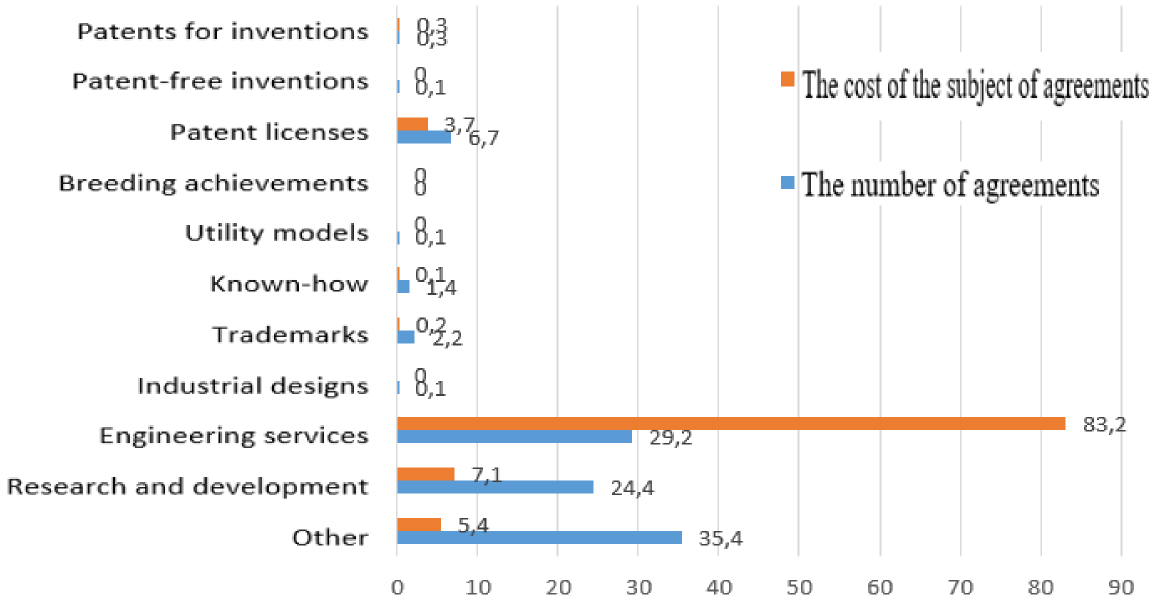

Figure 2. Structure of Russian technology exports by agreement categories: 2021(%) [5]

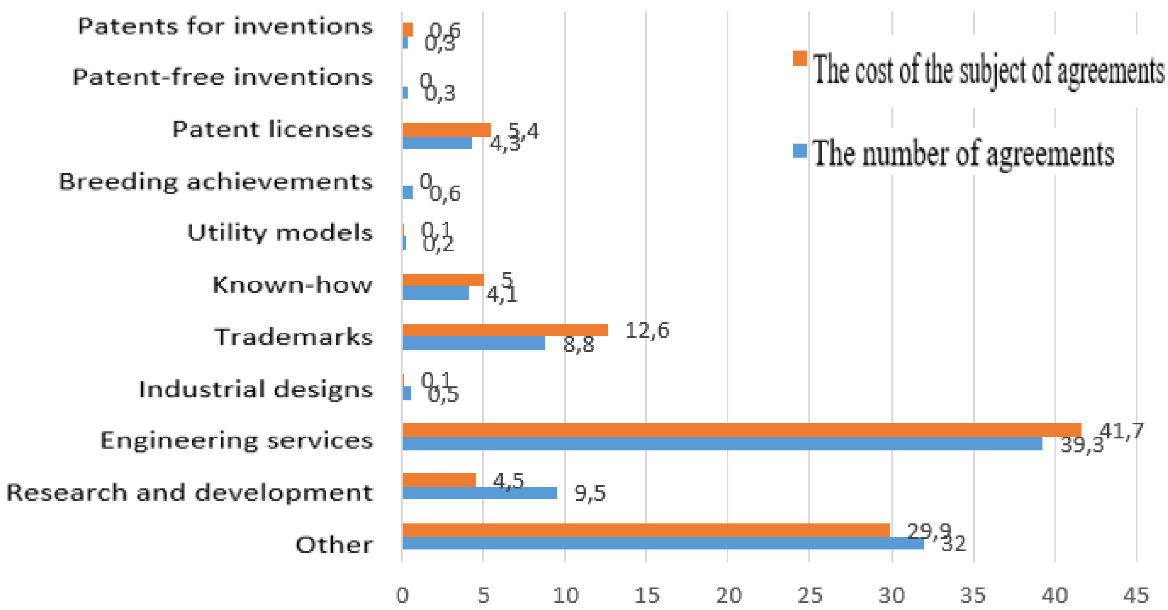

Figure 3. Structure of Russian technology imports by agreement categories: 2021(%) [5]

Since 2013, Russian technological exports have mainly been targeted at the markets of the OECD countries. Their share in 2021 amounted to 70.5% in Russia's export transactions and 78.7% in the volume of payments for technology imports. In comparison with 2020, this is 66.7% and 81.3%, respectively. The share of the CIS in the country's technological exports exceeded 12.2%, in imports — only 6.6%. In 2019, 4% and 1.2%, respectively. [5]

Thus, we see that the development of the digital economy allows us to maintain a decent level of competitiveness in the international market and, as a result, will contribute to the development of digital trade of the Russian Federation in the global economy. Digitalization of trade is the most important tool for increasing Russia's exports at this stage of the development of the world economy, which is proved by the trends of recent years. Indeed, digital transformation in Russia can become a driver of economic transformation and will allow you to join the club of global leaders.

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UDC 33

Rodigina N.J., Larkina A.O., Rodionov A.A., Kolokolov N.O., Velchev D.F., Makukhin V.A. Reducing the role of international integration in the modern world

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Abstract. *Since the first application of anti-Russian sanctions, Russia's role as one of the most important participants in international integration has significantly decreased. This has led to global changes in the entire structure of relations between the participating countries. At the present time, the world is experiencing a global economic crisis, which is a negative factor on the way to the establishment of stable trade and market relations. The article examines the main factors of the impact of sanctions on the political and economic situation in the world as a whole.*

Keywords*: sanctions, international relations, economic integration, unite, interstate, modernization.*

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In the process of the development of world globalization, a large number of integration groups and associations have been created, which also continue to modernize, transforming into economic, political, economic-political and military unions.

Nation-states that have preserved traditional intra-state methods of development since ancient times no longer have the ability to independently cope with the complicated economic, social, environmental, scientific, technical, political and other problems (global, regional, national). Therefore, at the present time, the most reasonable way out of this situation is to unite and integrate their efforts with the efforts of others, including neighboring countries. Integration groupings, associations and unions can help to fully cope with the modern challenges of the XXI century.

It is worth mentioning that the creation of integration structures is an incentive for economic development in all areas of individual states. Thanks to this, many countries receive favorable and respectable conditions for trade, investment, capital movement and migration of the main labor force (exchange of the able-bodied segment of the population). In addition, economic barriers are being formed, which increase their influence at each stage between the participating countries, leading to the formation of a single trade and market space (duty-free zones). Russia's participation is an integral part in the processes of international economic integration, as it includes developing countries, which helps these states to move to a new stage of development of the national economy. However, such cooperation is also beneficial for Russia, as it allows it to increase its influence in the international arena. Interstate integration brings significant economic, political and social benefits to the participants, as the participating countries act as a whole, which allows increasing the influence of each state and attracting additional resources. The creation of the Customs Union allowed Russia to take its rightful place in the international division of labor. However, the lack of participation in the integration structure has a negative effect, preventing domestic goods and services from taking their rightful place in the international aspect. This negative factor remains a significant obstacle to entering promising global markets.

Among the main factors of the application of international economic and political sanctions as an "active" instrument of foreign policy influence of countries on each other in the modern system of international relations, the following can be noted:

– the early politically motivated specifics of Western provocative anti–Russian sanctions, the main task of which is to gain competitive advantages by suppressing the influence of the Russian Federation;

- the problem of a fundamental contradiction in the government position of the collective West, publicly declaring a free market, but at the same time introducing illegal and unconditional sanctions that do not correspond to the content, norms and laws of the socio-oriented market economy;

– achieving the predetermined objectives of causing economic damage to Russia, although the consequences of anti-Russian sanctions have still turned out to be ambiguous and have a dual character, as a result, the fundamental inefficiency and destabilization of sanctions regulation measures.

The main task in the modern world community is to overcome the information crisis, which cannot be completely resolved using the latest information technologies. The use of modern means and technologies of methods of storage, analysis, processing and transmission of information significantly reduces the barrier of access and identification of correct information, as well as increases the speed of search. This global problem can be fully solved only through the efforts of all countries and the world community as a whole. EU member states have imposed restrictions on the supply, insurance and maintenance of oil sector goods. The Russian Federation no longer has the opportunity to purchase or rent modern space technologies, aircraft engineering equipment, as well as spare parts and complementary elements for them. Collective sanctions did not allow banks to apply lending and settlement operations in foreign banks, in addition, the inflow of investment funds into domestic capital and production decreased quite significantly. Moreover, the sanctions were able to have a mostly positive impact on the policy pursued in the country, as they helped to identify weaknesses and change the country's economy so that the process of modernization of the economic and political structure was more effective. The sanctions imposed on Russia provoked a tightening of fiscal policy, the development of autonomous infrastructure and the search for internal development resources.

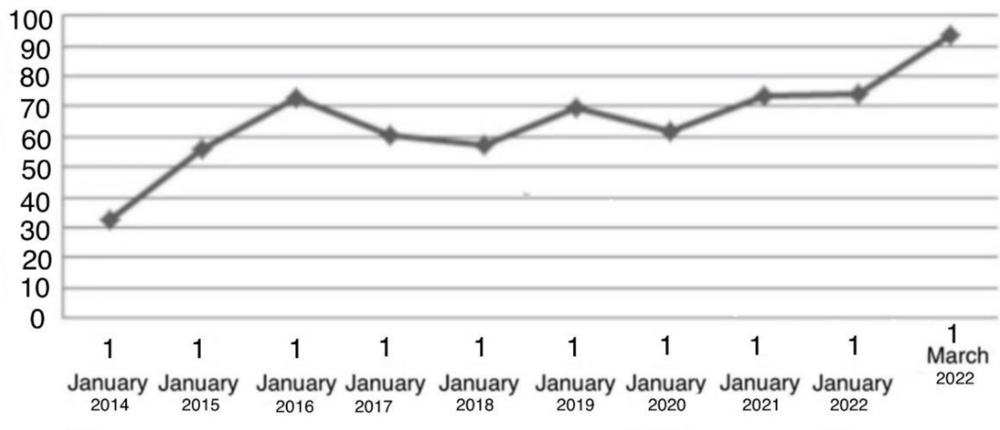

Fig. 1. Dynamics of the US dollar exchange rate to Russian ruble

At the same time, the rising price of the euro negatively affected the competitive advantage of goods produced in Europe, and this led to the fact that the demand for goods and the volume of Russian imports from Europe decreased. A reduction in imports is beneficial for Russian manufacturers, as it gives them the opportunity to replace imported goods and increase the country's exports to Europe.

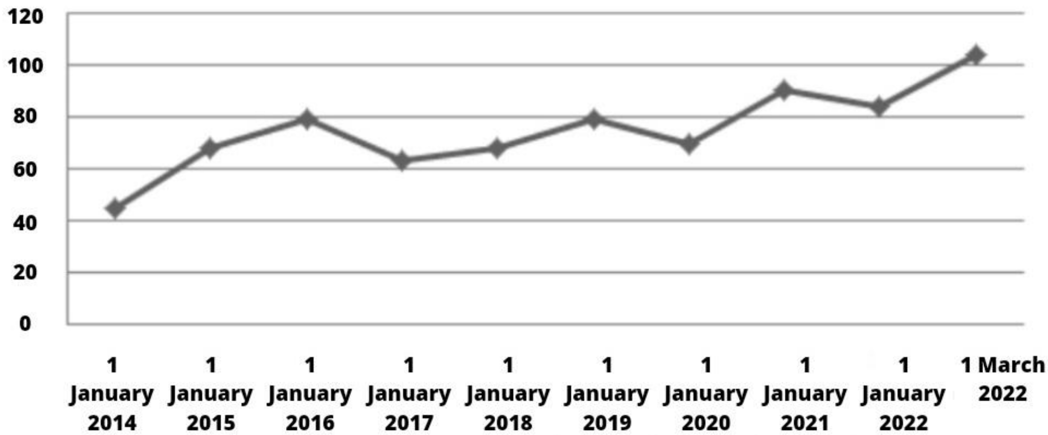

Fig. 2. Dynamics of the euro to the Russian ruble

From these consequences of fluctuations in the dollar and euro exchange rates and the sanctions imposed on Russia by the United States and the European Union, the country's economy has experienced significant deterioration, which is the main subject to change. Although the situation in world politics, which was caused by foreign economic sanctions, is tense, the Russian side is rapidly determined to establish international integration cooperation. Since Russia is the largest country from a territorial point of view and possesses natural resources, the energy security of Europe and the world is extremely dependent on supplies from Russia. This makes the country a significant player in international integration associations. However, the prospects for Russia's participation in international integration relations depend on the global political situation.

The growth of mutual trade exports in 2021 compared to 2020 was recorded in all countries: in Kyrgyzstan – by 44.9%, Kazakhstan – by 34.9%, Russia – by 34.3%, Armenia – by 25.2%, Belarus – by 24.7%. Also, an increase in import purchases in mutual trade compared to 2020 was observed in all countries: in Belarus – by 43.5%, Kyrgyzstan – by 39.2%, Russia – by 27.2%, Kazakhstan – by 25.4%, Armenia – by 20.4%.

A negative balance of mutual trade with partner countries has developed for all states that are members of the EAEU, except Russia, since for them this country is the most important trading partner and the largest market for goods. In addition, Russia has a significant share of imports of food, resource and industrial goods to these States. Russia's share in Armenia's imports is 37.2%, Belarus - 58.7%, Kazakhstan - 42.1%, Kyrgyzstan - 33.7%.

Russia also plays an important role in the issues of labor migration. According to the Ministry of Internal Affairs of the Russian Federation, for 7 months of 2021, 112,348 citizens of Armenia, 25,624 citizens of Belarus, 43,126 citizens of Kazakhstan and 261,140 citizens of Kyrgyzstan registered only notifications about the conclusion of an employment contract.

And these are only a few areas of economic cooperation of the EAEU states that favor the development of national economies and their production potential. During the pandemic, the EAEU took it upon itself to establish contacts in the supply and production of vaccines, medicines and special equipment. Moreover, the Union did not allow a shortage of food and essential goods. In addition, the participants worked together to prevent a sharp decline in economic indicators. The presence of such experience has improved the interaction of the participating countries and helped in the development of a program to counter general economic problems related to unprecedented sanctions against a number of EAEU states.

Nowadays, mutual trade is one of the most important indicators of economic ties between countries. That is why it is necessary to study the relationship between states and integration entities. This indicator is of interest to all kinds of researches. The EAEU member states, in line with global trends, are trying to improve the indicators of mutual trade turnover in all sectors of the economy and increase mutual investment.

By the end of 2020, the Eurasian Economic Union ranks 3rd place in the indicator of the depth of integration: more intensive interaction is observed between the EU and ASEAN member states, integration within MERCOSUR and the South African Customs Union (SACU) showed less positive results.

For comparison, in 2018, the EAEU received a better position in this indicator than ASEAN. The key reason for the decline in the position of the EAEU (from 2nd to 3rd place) is that there was a decrease in the indicators of macroeconomic convergence of the participating countries, which was not typical for ASEAN.

In the field of institutional integration in 2020, as in previous years, the EAEU ranks 2nd. Only in the EU is there a more developed institutional framework for integration.Moreover, the analysis of international integration can be carried out on the basis of the trade turnover of the EAEU countries, based on the study of the mining industry.

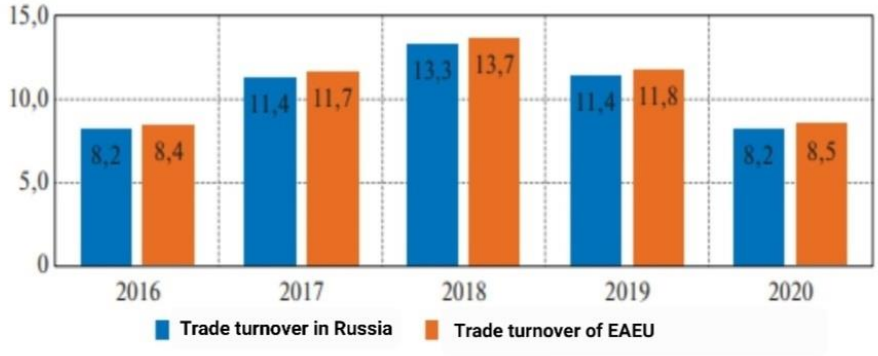

Figure 3. Trade turnover of the EAEU countries and Russia with mining products, 2016-2020, billion US dollars

The first place in mutual trade in mining products in the top five countries is considered to be Russia, whose indicators over the past five years have accounted for 97% of the total trade volume. In 2016, it rocketed to 8.2 billion US dollars and reached its all-time high over the past five years in 2018 – 13.3 billion US dollars. Unfortunately, the COVID-19 pandemic had a negative impact on this industry, and in 2020, the volume of trade decreased to the values of 2016. Kazakhstan ranks second in terms of trade turnover in this industry, while its trade turnover amounted to only 2.5% of the total value. The remaining 0.5% of the trade turnover is accounted for by Armenia, Belarus and Kyrgyzstan.

Having analyzed all of the above, we can conclude that the modern world economy cannot yet fully calculate the impact of the implementation of integration processes at the global level. This is caused not by the complexity of calculating the results of integration, but by the variety of consequences of this process, manifested in different spheres at different times. Therefore, in such studies, it is customary to distinguish between static and dynamic integration effects. Static effects primarily affect the economic consequences of international integration that arise immediately after the implementation of measures to consolidate the economies of countries participating in trade.

Dynamic effects provide an assessment of the future economic consequences of international integration at further stages of the customs union. Often, calculations of the static effect compare the results of redirecting consumers in one country with the purchase of a product or a factor of production from the most effective participant in integration relations in another country. At the same time, it is important to take into account the impact of the presence or absence of a customs union or any other form of integration. Such calculations should take into account the bad consequences of international integration. It is essential to take into account the negative outcomes of the future. In the future, the import of goods from another country may negatively affect, for example, the problems of job security in the country. International economic integration is the integration of the economies of neighboring countries into a single economic union based on stable economic relations between companies. Classical forms of international economic integration: free trade zones in which there are no trade restrictions between countries that participate in the integration union, and, importantly, tariffs are reduced or eliminated; a customs union in which there is a common customs tariff and a common foreign trade policy towards third countries, as well as barriers to foreign trade are abolished; a common market characterized by the signing of an agreement that covers the "four freedoms" of crossing borders for goods, services, capital and people; an economic and monetary union, when agreements on a free trade zone, customs union and common market are supplemented by agreements on the continuation of a common economic and monetary policy and supranational institutions are created that manage integration union.

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UDC 33

Rodigina N.J., Musikhin V.I., Moleva S.V., Bobryshev D.D., Avdeenko A.A. Russia, Germany, the EU and tough economic conditions

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Abstract. *Since the end of February 2022, Western nations have been discussing the gradual phase-out of Russian Federation energy supplies as another anti-Russian penalty. Moreover, quite a few companies (automotive, clothing) have left the Russian market. Thus, the main trading partners have changed in favor of China, Belarus, India, and others. All in all, economic sanctions imposed on Russia have a substantial influence on the global economy. The negative implications impacted nations that launched the limitations, among others.*
Keywords*: sanctions, energy resources, energy market, oil, gas, banking.*

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The global economy is in a downturn. The geopolitical situation in Ukraine that began in February of this year, as well as Western sanctions against Russia, have once again fueled the inflation of energy commodities, and Europe, where the drying up of Russian gas supplies can only be replaced to a limited extent, is currently facing an energy crisis. High inflation rates have prompted the US Federal Reserve and many other central banks to tighten monetary policy decisively. In China, the strict zero-covid strategy repeatedly prompts the government to prevent economic activity through lockdowns. In addition, a real estate crisis is smoldering in China, weighing on the country’s construction sector and financial system. Weakening global demand should contribute to a softening of industrial goods prices and a gradual easing of global supply chain problems. However, working off existing orders is still supporting the economy for the time being. The weakening global economy is also reflected in weakening oil, industrial commodities, and food prices. A special case is the gas shortage in the European Union and Great Britain. With the outbreak of the tensions in Ukraine and especially since Russia began to reduce its gas exports to Europe in June, gas prices have risen to unprecedented heights. Import and end-user prices are lagging wholesale prices by a considerable margin, but there are already signs of a significant shock to the terms of trade, the balance of trade, consumer prices, and the competitiveness of European industry. The upward momentum in prices has so far been unbroken in Europe. Inflation in the euro area, for example, has risen strongly in recent months and was over 9% in August. While in the euro area, energy and food prices contributed two-thirds of the rise in consumer prices in the spring and summer, initially in the USA the prices of industrial goods rose last year. The high inflation then also affected the service sector with a slight delay, whereas energy and food prices currently account for slightly less than half of inflation. Overall, US inflation declined slightly in July and August.

The high inflationary dynamic puts global monetary policy in jeopardy. Since March 2022, the US Federal Reserve has increased the key interest rate in a series of significant steps. More rate hikes have already been announced. We expect that the key interest rate will reach 4.5% by the beginning of 2023, its highest point. The European Central Bank began raising interest rates in the summer. It is necessary to factor in additional interest rate increases for the fall. The Chinese central bank, on the other hand, kept its interest rate low in the summer, despite the fact that inflation has remained moderate. Because of the Corona-Pandemic-related measures that were implemented, financial policy may be less supportive in the forecast period than in the past. Long-term investment programs in the European Union and the United States are encouraging, but their scope is limited. However, many measures are currently being debated and agreed upon in order to mitigate the effects of high inflation on private households.

The forecast for the global economy is based on the assumption that the sanctions against Russia will remain. Even though gas supplies from Russia to Europe are unlikely to be stopped completely, gas prices remain high and uncertainty about future developments is considerable. According to quotations on the futures markets, gas prices in Europe will only start to decline gradually in the second half of 2023. We agree with this assessment for the present forecast and suppose that global trade in goods will expand at a rate of 1.6% in 2023, less than half as much as this year. Inflation will remain very high next year, especially in European countries, and is not expected to decrease noticeably until 2024.

It is not a secret, that the European economy is being severely affected by the crisis in the gas markets. Skyrocketing gas prices are drastically increasing energy costs and are accompanied by a massive overall economic withdrawal of purchasing power. This not only dampens the still incomplete recovery from the Corona crisis but pushes the European economy into recession. The reduced gas supplies from Russia have eliminated a significant part of the supply and also increased the risk that the remaining supply and storage volumes in winter will not be sufficient to meet demand. This has caused gas prices to skyrocket in the summer months. Companies have already started to noticeably reduce their gas consumption. Even though the experts do not expect a gas shortage for the coming winter under normal weather conditions, the supply situation remains extremely tense.

The increased energy prices reinforce the upward price trend that has already started in the wake of the Corona pandemic. Corona protection measures significantly disrupted international supply chains, resulting in rising raw material and intermediate product prices. These price increases were passed on to consumers. The very expansionary monetary and fiscal policies have further increased the upward pressure on prices. As a result, consumer prices are rising across the board. In the meantime, inflation rates have reached levels that even exceed the high inflation phases of the 1970s and early 1980s. The sharp rise in consumer prices is eroding the purchasing power of private households. The fact that private consumption nevertheless expanded significantly in the first half of the year is due to the fact that private households are saving less. In doing so, some are probably also drawing on the funds accumulated during the pandemic, not least in order to increase demand again for the services that were lacking during this time. In the meantime, however, the outlook for consumption has dimmed considerably. Inflation, which remains high due to the delayed pass-through of gas and electricity prices, will cause real disposable incomes to fall significantly in the coming year. The massive withdrawal of purchasing power is likely to cause private consumption to decline until the summer of next year and only recover in the second half of the forecast period. Companies are affected very differently by the sharp rise in energy prices. Currently, many are managing to pass on the cost increases to customers. Clearly, the companies most affected by the crisis in the gas market are the energy-intensive ones, above all those in the chemical industry. In order to reduce costs, many companies have started to reduce their gas consumption. On the one hand, this has been done by substituting gas with other production factors. On the other hand, production was significantly reduced, especially in the chemical industry. As a result of the declining purchasing power of private households, the consumer-related sectors of the economy are also increasingly coming under pressure.

Overall, economic output is likely to have fallen slightly in the third quarter. In the winter half-year, a significant decline is to be expected due to the rising cost of energy, weakening consumer demand, and a weakening global economy. The fact that this will not be even more pronounced is due to the high order backlog in the manufacturing sector. With supply bottlenecks easing and inflation falling, added value should expand again in the next two years. Production this year is expected to expand by 2% despite the decline in the second half of the year.

The labour market is having a stabilizing effect on economic development. Although the demand for new workers is likely to decline in view of the weakening phase caused by the crisis, companies will strive to retain existing staff due to the shortage of skilled workers in many areas. However, due to the shortage of skilled workers in many areas, companies will strive to retain existing staff, so that employment is likely to decline only slightly for the time being. As the recovery progresses, employment can then be expected to increase again. So far this year, the federal government in Germany, for example, has launched three relief packages to cushion the impact of rising energy prices on businesses and private households. Measures already taking effect this year include a reduction in the VAT rate on gas and direct payments to private households and businesses. The measures of the third relief package will have an effect mainly in the coming year. Adjustments to the income tax rate are planned to reduce the cold progression. In addition, with the introduction of the citizen's income, transfers are to be increased and tied to fewer conditions. The greatest risk to the economy at present is the availability of gas. If consumption does not fall sufficiently this winter, as assumed, there would be government rationing. In this situation, companies would have to additionally limit their production. A gas shortage cannot be ruled out for the coming winter.

Both upward and downward risks exist due to the fact that gas demand in the winter months is strongly dependent on temperatures. Should the coming winter be significantly warmer (colder) than the average of the past years, gas demand would be lower (higher) than assumed in this forecast. In this case, gas prices are expected to decline faster (slower) and dampen economic activity to a lesser (greater) extent. The coronavirus pandemic also continues to pose an economic risk. The number of infections remains high worldwide. Although the course of the disease in the currently dominant variant is comparatively mild. However, there is a possibility that a new variant with a more severe effect will emerge. In this case, economic activity could again be more severely affected. From an economic perspective, economic policy can be advised to direct measures towards the causes of the problems. In terms of gas, this means strengthening supply by building capacities (pipelines) and dampening demand. When declaring the emergency plan for gas, the federal government did not allow energy suppliers to pass on higher purchase prices to consumers outside of the plan. This dilutes the steering effect of the gas price increase. The gas suppliers are also coming under pressure because the contractually agreed end-customer prices no longer cover the procurement costs by a long way. The governments has therefore supported individual gas suppliers with financial aid and nationalized the largest importer. In addition, a gas levy is to be introduced. This will distribute the additional costs of purchasing gas to all consumers and achieve a steering effect, which, however, will be counteracted by the lowering of the VAT rate on gas. Households with low incomes, which are unable to cope with the increase in gas prices on their own, should be specifically supported with monetary transfers without subsidizing the gas itself and without issuing bureaucratic detailed instructions to reduce gas consumption. The German's federal government's relief packages contain measures that go in the right direction. The housing subsidy reform, for example, is to be welcomed. It also makes sense that the per-child bonus and the flat-rate energy allowance for employees and pensioners are taxable. This means that the effective relief for households with higher incomes is lower than for those with lower incomes. When it comes to financial support for companies, economic policy walks a fine line. On the one hand, it is up to the companies themselves to build up buffers for unforeseen events and to reform or abandon business models that are no longer profitable. On the other hand, a simultaneous market exit of very many companies or an interruption of the production of critical supply goods or the infrastructure required for them should be avoided. Temporary general business support and targeted support measures in individual cases may therefore make sense. In view of the permanent rise in energy prices, however, care must be taken to avoid permanent subsidies for companies that are no longer profitable; company aid should therefore be depressive. The situation on the electricity market in Europe is somewhat different from that on the gas market. The primary concern is to stabilize the supply of electricity in order to counteract the price increase. The avoided marginal environmental costs and marginal risks that would result from a few additional years of nuclear power production in Europe are unlikely to justify shutting down nuclear power plants in the crisis winter of 2022/2023. The subsequent winter of 2023/2024 will also pose immense challenges for the European energy industry.

Not least because of the uncertain substitution possibilities and demand development, the forecast supply gaps and gas prices are also subject to high uncertainty. According to our definition, a supply gap occurs when the gas demand exceeds the available gas quantity during a certain period.

The starting point for the scenarios is often a total embargo of Russian natural gas from a certain date. As the developments in the summer of 2022 have shown, such an approach seems very unreasonable and not forward-looking at all. In practice, Russian gas deliveries could basically cease from one day to the next, and in the event of an emergency, necessary conversions to other supplier countries and a reduction in demand require a certain amount of time. Basically, the short-term view must be distinguished from the medium and long term. While Russian gas supplies, limitations of the gas infrastructure (LNG terminals, pipelines, reverse flow capacities) and short-term demand reductions are of central importance for short-term forecasts, other factors come to the fore in the longer term: the expansion of the network and pipeline infrastructure, as well as the fundamental realignment of the energy systems to achieve the climate goals, now also under the sign of dependence from Russia. Overall, the estimates of the quantities by which gas consumption must fall in order to avoid supply gaps seem to be increasingly converging.

Analyses of the macroeconomic effects of a complete gas supply freeze or a significant reduction in the gas volumes supplied by Russia primarily cover the coming winter or the period until the end of 2023. The majority of the studies again assume a complete supply freeze from Russia. However, the results of the studies differ greatly due to the very different models and assumptions. The assumed model structure influences both the level of detail with which the sectoral structure of the economy is mapped and the substitution and savings potentials. Due to the many differences between the studies, however, an explanation of the divergent results based on the models and assumptions is difficult and will not be systematically attempted here.

Measures to reduce dependency on fossil energy sources are also sufficiently discussed at the EU level. The danger in the current crisis, however, is that the corresponding climate and energy policy instruments will be weakened due to the high burdens. A strong commitment to European climate policy and the swift implementation of 'Fit for 55' and REPowerEU are essential for this. At the same time, ways must be found to cover the declining demand for fossil fuels—especially natural gas—which will continue for some years to come. While the international markets for oil and hard coal already allow for short-term conversions to alternative suppliers, EU access to the international markets for natural gas is still limited. Limited capacities for importing liquefied natural gas as well as partly insufficient transport capacities from west to east, but also from south to north must be adapted accordingly. Internationally, the current crisis will probably accelerate the already planned capacity expansion in the liquefaction and transport of natural gas, but at higher prices which is liaised with the worsening life conditions of citizens and tougher business climate for enterprises. Such a scenario should also be critically evaluated from the point of view of strategic dependencies. Whether a reliable import partner is again reckoned with in the medium term is not yet foreseeable. The current challenges of energy and especially the gas crisis require quick and decisive political action. If this could be done in anticipation of a longer-term loss of Russian gas supplies, the consequences of a supply stop would appear painful and hardly manageable. A look at the last year shows that there has already been a significant decline in the use of natural gas by industry and households. This must be continued, even after the most obvious savings potential has been used. Appropriate price signals are indispensable for this. This must be accompanied by targeted support measures to ensure that everyone makes a contribution according to their possibilities. In this context, cooperation and solidarity are required not only within Germany but also at the EU level, in order to minimize the consequences for all member states.

After the start of the Russian-Ukraine tensions, some countries refused to import oil and gas, hoping that this would greatly shake the Russian economy. However, the forecasts of foreign governments did not come true, and Russia was able to find itself in a win-win situation. Those wishing to receive Russian oil immediately appeared. Thus, India has increased the import of Russian oil by 8 times, and China by a third.

The Russian economy's recession is explained by the loss of correspondent banking relationships, the freezing of the Central Bank's assets, the severance from the SWIFT system, as well as by the imposition of an embargo on oil and gas supplies by several significant nations. Furthermore, numerous Russian businesses (aviation, banking, agricultural, and software) faced significant challenges owing to a shortage of foreign resources required for adequate production maintenance. In such a case, the consequences would be felt around the world, with increased commodity prices, disruption to supply lines, and tighter financial conditions. As a result, a supply shock at a time when commodity prices and inflationary pressures are already high may boost inflation expectations and need more monetary tightening, worsening the negative impact on global economic activity. The economic impact will affect most nations, with the exception of oil and commodity exporters, with European Union countries being hurt more than other advanced and developing market economies due to the increased potential harms.

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UDC 33

Rodigina N.J., Rodionov D.E. Problems of the current international monetary system and possible ways to overcome them

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Abstract. *The article deals with the problems of the modern world monetary system. The Jamaican monetary system fails to cope with a number of tasks dictated by the economic situation and requiring immediate solutions. This paper puts forward possible ways to reform this system. Particular attention is paid to the problems of unipolarity of the foreign exchange market and the unipolar foreign exchange market and the imbalance of international interests.*
Keywords: *monetary system, Jamaica Accords, SDR, US Dollar hegemony*
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The modern world monetary system was adopted in 1976 in Kingston, Jamaica, as a result of a reorganization of the Bretton Woods system. There were three main objectives of reforming the monetary system:

- levelling of inflation rates
- expansion of opportunities for independent monetary policy of the Central Bank of each state.
- achieving equilibrium in the balance of payment

Consider the key provisions introduced in 1978 in the IMF's constitution that changed the way the global monetary system works:

- The gold standard and gold parities are officially abolished. From now on, neither the dollar nor any other currency may be freely converted into gold.
- Gold acts as an ordinary commodity
- A new means of payment, the SDR, has been introduced. Special Drawing Right notional unit of account of the International Monetary Fund used for settlements between countries and for granting loans. SDRs represent the amount of reserve payments by States in the reserve system.
- Three exchange rate regimes are established: fully floating currencies, fixed currencies (pegged to one or more currencies and floating freely to others; a band ±

1 % is permissible), limited pegged to one or more currencies and floating freely to others; a band ± 2.25 % is permissible)[1]

- Increased powers of each country's central bank. Each central bank could intervene in the currency

The new payment instrument, the SDR, was seen as an example of a supranational currency unit capable of resolving the Triffin paradox. However, the idea proved unsustainable in practice, for several reasons:

- The volume of SDRs is attributable to member countries' investments and is significantly lower than the global money supply. SDRs account for only around 1% of member countries' foreign exchange reserves, with more than 2/3 of SDRs issued being used by developed countries[2]
- SDRs are backed by currencies contributed by IMF members when they join the organization, which are not sufficiently reliable given systematic currency devaluations

In the Bretton Woods system, the dollar had a legally established function as "world money" and the transition to the Jamaican system was to deprive it of this status, but the dollar has established itself as a credit currency and is used in the world economy on a significant scale, about 59% of world foreign exchange reserves.[3] Since the collapse of the Bretton Woods system, there has been a long-term tendency for the exchange rate of the US dollar to depreciate, with the result that the entire world is losing out on its dollar reserves. Indeed, countries with large dollar reserves are predominantly developing countries. It is they who suffer the most in the process of depreciation of the US dollar.

Thanks to the standard based on the credit currency, the dollar, the United States occupies a special place that no other country can match. Domestically, the US has an independent fiscal and monetary policy. Externally, the US does not need to assume responsibility for maintaining international economic stability in order to keep the value of the dollar stable. Furthermore, the US can transfer economic risks to other countries through the depreciation of the dollar. Other countries, on the one hand, have to exchange resources, goods and assets for US dollars. On the other hand, they incur losses due to the depreciation of the dollar. Thus, there is great inequity in the current international monetary system. This is an unavoidable problem as one sovereign currency serves as the international currency.

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[1]International Monetary System. [Electronic source]. URL:https://www.sciencedirect.com/topics/economics-econometrics-and-finance/international-monetary-system (accessed on 25.11.22)
[2]Special Drawing Rights (SDR). [Electronic source]. URL:https://www.imf.org/en/About/Factsheets/Sheets/2016/08/01/14/51/Special-Drawing-Right-SDR (accessed on 25.11.22)
[3] US Dollar Share of Global Foreign Exchange Reserves Drops to 25-Year Low. [Electronic source]. URL:https://www.imf.org/en/Blogs/Articles/2021/05/05/blog-us-dollar-share-of-global-foreign-exchange-reserves-drops-to-25-year-low (accessed on 25.11.22)

Under such a standard, the United States provides liquidity to international communities through balance of payments deficits, while other countries exchange resources, goods and assets for US dollars, from which the United States earns an international income from the seignorage, while the risk of inflation increases in the rest of the world. As soon as there is a surplus of dollars, the United States proceeds to regulate the supply and demand for dollars with a free-floating exchange rate, the idea being to accommodate the excess supply of dollars by depreciating the value of the dollar, but this in turn leads to serious losses of reserve assets in US dollars held by other countries.

Another problem created by the floating exchange rate system is the increased volatility in financial markets and the lack of reliable instruments. High levels of exchange rate volatility can lead to large fluctuations in capital flows (especially in cases where long-term capital is missing and speculative capital dominates), and uncertainty in financial markets can negatively affect trade turnover and investment growth. Furthermore, an unrestrained depreciation of the exchange rate can lead to a spike in inflation, which primarily affects the most vulnerable population groups. Poor countries are less able than wealthy ones to adapt to high exchange rate volatility.

Frequent and significant exchange rate fluctuations force financial institutions and producers to face huge risks on claims or liabilities denominated in foreign currencies. If they are willing to accept exchange rate risks, they will incur serious losses when the situation deteriorates. It is possible to use foreign exchange derivatives to hedge, but their use is accompanied by additional costs. None of these strategies are conducive to international economic activity.

Another problem is that the current world monetary system does not reflect the state of the global real economy. For instance, the relative positions of countries in the global economy are changing faster than reflected in the governance structure and quotas of the World Monetary Fund.

The danger of an increasing debt crisis in the world's biggest economies is also a significant problem. Thus, the debt crisis in the U.S. could cause the collapse of the entire global economy, since the debts of this country are denominated in the national currency, there is a possibility of repayment of debt through the expansion of the dollar issue and its devaluation. In such a situation, the economies of all countries, most of whose foreign currency reserves are denominated in dollars, would be hit hard.

The above problems can be solved by revising the monetary system, by reforming it or by creating a new monetary system

Several options for reforming the global monetary system are being considered: based on an entirely new system with a global central bank, based on special drawing rights or based on a commodity or gold standard.

The first option is probably the most successful, because it allows to keep monetary policy at least at the global level, but to make it a reality it is necessary to achieve a much higher level of globalization of the world economy.

The creation of a global monetary system on a commodity standard deprives all countries of such an important instrument of regulation as national monetary policy.

Special drawing rights need radical reform because they are now completely unsuited to function as world money. Still, all three options are not realistic even in the long term.

The solution could be to develop new financial instruments that act as a secure means of savings but are not tied to specific currencies. Instruments linked to macroeconomic performance, e.g. global GDP, could be created. An important problem at the moment is the neglect of emerging market countries, despite their important position in the global economy. Their role in the global monetary system should be sought and this can be achieved by strengthening the representation of emerging market countries in the global financial system. Increasing the share of national currencies in trade settlements alone does not guarantee that this currency will move closer to world status, as we can see from the example of China. The solution is to create financial instruments denominated in the currencies of those countries and then circulate them in the world financial markets. However, this approach has disadvantages: currencies become more vulnerable to external factors. National currencies may experience significant fluctuations in case of inflows or outflows of speculative capital, the occurrence of such surges may be devastating for the economy. Therefore the next important element is to put in place safeguards against the adverse effects of speculative capital. Such mechanisms are already in place: currency swap agreements, taxation proposals for speculative capital flows and macro-prudential policy measures at the national level. But global coordination and political will are needed to make these mechanisms more sustainable.

As argued earlier, much of the world's foreign exchange reserves are denominated in dollars, and abruptly rejecting the use of this currency and the financial instruments denominated in it would cause great financial losses, so there is very little chance of switching to a new global monetary unit in the foreseeable future.

Weakening the dollar's hegemony can only be achieved by increasing the international use of other national and regional currencies. Most likely, the transformation of the global monetary system will take place in the direction of a multi-currency mechanism, dominated in the near future by three currencies: the US dollar, the Chinese yuan and the euro. In 2016, the IMF included the CNY in the SDR basket, i.e. recognizing it as a reserve currency and introducing free floating of the CNY.[4] The CNY was immediately ranked third out of five in terms of weight in the basket. In 2022, after the SDR basket was revised, the CNY's share increased, but it is still small compared with the shares of the USD and EUR. The Chinese leadership can help the Yuan to become a global currency by increasing the share of foreign trade payments in the national currency.

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UDC 33

Shestak N.I., Osipova E.A., Klevtsova E.M., Kakhnovich E.V., Syrovatskaya A.V. The current energy crisis of the European Union

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Abstract. *The work examines the essence, causes and development of the current energy crisis in Europe. The impact of the energy crisis on energy importing and exporting countries is analysed. The main events influencing the course of development of the energy crisis are briefly outlined.*
Keywords: *energy resources, energy crisis, gas, oil, sanctions, Russia, EU*

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The growing global interest in solving the energy crisis can be explained by the unrelenting growth of global energy demand. Humanity cannot exist without consuming energy. Through the use of energy we satisfy our needs for food, shelter and comfort, in other words we ensure our existence. Energy is the driving force of modern economies. The essence of the energy crisis is that the use of fuel and energy resources in too large an amount leads to problems of fuel and energy, which try to solve by regulating the price and volume of resource production. More often than not, an energy crisis means that an energy resource is no longer cheap. The notion of an "energy crisis" can be understood by looking at different fields of science. An energy crisis is a phenomenon that affects the economic, social and political spheres, in which energy production, distribution and free access to energy for consumers is hindered for a number of reasons. We can also say that the energy crisis is a phenomenon in which the conditions of energy security and energy supply are not met, that is, the consumer has no guaranteed access to the necessary amount of resource at an affordable price, and the supplier has no access to raw materials, production and distribution capacity and has no access to the buyer.

The impact of the energy crisis on the economy can be determined by looking at the economies of countries that are exporters and importers of a particular resource. Countries with a high share of energy imports find themselves in a difficult situation, because they are heavily dependent on supply. Sometimes they have to accept high prices for which they cannot buy for a long time, but they do it only in order not to stop production and not to make their citizens and businessmen suffer. In other words, they agree to the terms of the exporting country, so that the economy can continue to grow. Otherwise, the countries with a high share of energy imports do not agree to the terms of the exporting country and start looking for different ways to create a more favorable situation for themselves, but while trying to change the situation, the energy crisis is still reducing the rate of economic growth. Energy-exporting countries risk going from deficit to surplus. Such countries risk being hit by sanctions, that reduce their economic development rates and, in a highly competitive market, losing market share to the purchasing country, which could also reduce economic development rates.

Since the end of 2019, the energy crisis has again affected a number of countries. Speaking of the current energy crisis, so far all that is happening is that natural gas can also be a costly boon forever. Mostly European countries, whose role in the world economy and world trade is very high, especially in the current context of globalization, are suffering. This crisis affects the economic, political, social and even, in some ways, spiritual spheres. The unresolved energy crisis will aggravate the situation in all the previously mentioned areas as they are interconnected and a problem in one area will provoke a series of difficulties in the other. The current energy crisis is interesting because it is based on very different events: a pandemic, that almost stopped the whole world, geopolitical disagreements, the energy policy of states and many other factors. The phenomenon is already being studied, but since the modern energy crisis started not long ago and the problem is still unresolved, any scientific research in this field contributes to the study of the problem.

The current energy crisis in the EU can be considered a unique phenomenon, that is tangible for almost every one of the 27 EU member states in many areas. The main causes of the energy crisis can be outlined. An analysis of current economic trends in energy supply and energy security in EU countries has shown that the causes of the energy crisis are

- not very well thought-out transition to alternative energy
- decrease in investments in conventional energy sources
- transition to a "green economy", high energy demand after the pandemic
- decarbonization policy
- closure of nuclear power plants
- abandonment of long-term contracts with Russia in favor of spot purchases of energy resources
- the tense geopolitical situation

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After the beginning of the open conflict between Russia and Ukraine, the situation on the energy market became more acute: gas prices were breaking records every day, many oil and gas supply points appeared in the sanctions packages against Russia. It is worth noting the high dependence of the EU on Russian energy resources. According to the IEA, Russia, the largest exporter to Europe, accounts for about 45% of gas imports[5]. Statistical data from the EU also confirms this. Russia is the largest exporter of natural gas to the block, accounting for 43.4% of EU imports in 2020[6] and at least 40% in 2021. In 2021, energy carriers accounted for 62% of EU imports from Russia[7]. After the introduction of the sanctions coal Exports from Russia to the EU stopped after the EU coal ban went into effect on August 10. In the EU, German imports plummeted due to the termination of gas supplies through the Nord Stream 1 and Nord Stream 2 pipelines, supplies through the Nord Stream 1 and Nord Stream 2 pipelines completely stopped after they were undermined. Many European countries were faced with citizen dissatisfaction. Tens of thousands of Czechs protested in Prague on September 28 against the government actions in connection with rising energy prices, in Belgium thousands of people took to the streets of Brussels on September 21 to protest against sharp increases in energy prices and the cost of living[8], tens of thousands of protesters gathered in six German cities to demand a fairer distribution of public funds to combat rising energy prices and to move more quickly away from fossil fuels[9].

Europe's energy crisis reverberates around the world. The EU and the U.S. are closely cooperating on the issue of introducing a price cap on Russian oil. On September 2, G7 finance ministers announced an agreement on introducing a price cap on Russian oil. They also decided to link the introduction of a price ceiling with the sanctions adopted on June 3 by the European Union as part of the sixth sanctions package. That package includes a postponed embargo on sea shipments of oil from Russia until Dec. 5, 2022, and a postponed embargo on petroleum products

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until Feb. 5. The EU estimates that about 90 percent of oil and oil products entering the union are delivered by sea.

According to a joint communiqué of G7 finance ministers, suppliers will be allowed to continue business if Russian oil and oil products are shipped by sea, provided that the products are sold at a price equal to or lower than the ceiling price. Limit prices have yet to be agreed upon. The introduction of a price ceiling on Russian energy carriers will inevitably lead to a reduction in supplies of oil and oil products to Europe, which runs counter to the "G7" goal if not to increase, then at least to maintain the supply of oil on the global[10].

European experts also doubt the feasibility of introducing such restrictions. Thus, the head of the research and consulting office Energycomment in Hamburg Steffen Bukold in a comment for the German newspaper Tagesspiegel directly stated that "as a result of the introduction of the price ceiling, refineries outside the EU sanctions zone will buy up every available barrel from Russia due to low prices and refine it with high profits. Financial incentives will be so high that the price of Russian oil on the gray market will soon exceed the price cap[11]."

The U.S. and the EU are trying to find ways to force Russia to meet the price ceiling after all. Moscow's position is clear - it will not comply with any price limits, but will simply stop supplying oil to Europe, and that's it.

The U.S. was previously afraid of such a move because it fears an increase in world oil prices, which directly leads to higher gasoline and diesel prices for Americans. And the EU now runs the risk of being left without oil in winter and experiencing fuel shortages at gas stations. The people of France went through this recently, although there the lack of gasoline at gas stations was provoked by a strike of refinery workers.

In conclusion, the current energy crisis in the EU will be quite difficult to overcome in the near future. Its unusual nature and the number of causes, completely different in nature, make it difficult to develop strategies to solve this problem. So far, we see that the conditions of energy security and energy supply are not met in all countries of the bloc, that is, the consumer has no guaranteed access to the amount of resource he needs at an affordable price, and the supplier has no access to distribution capacity and has no access to the buyer due to sanctions and other obstacles.

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Tikhonov V.D. The role of venture financing in the economy of the Republic of Belarus

Роль венчурного финансирования в экономике Республики Беларусь

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Аннотация. *В статье рассмотрены основные проблемы развития венчурного финансирования в Республике Беларусь, приведена динамика численности венчурных организаций. Актуальность темы обусловлена слабым развитием отрасли венчурного финансирования и ее значительной ролью в развитии инновационной деятельности.*
Ключевые слова: *инновации, венчурный проект, венчурные организации, венчурное финансирование, источники финансирования, риск, инновационное развитие, инновационная деятельность.*
Abstract. *The article discusses the main problems of the development of venture financing in the Republic of Belarus, shows the dynamics of the number of venture organizations. The relevance of the topic is due to the weak development of the venture financing industry and its significant role in the development of innovation.*
Keywords: *innovation, venture project, venture organizations, venture financing, sources of financing, risk, innovative development, innovative activity.*

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В современном мире все больше стран уделяют значительное внимание вопросам научно-технического развития и инноваций. Роль нововведений крайне сложно переоценить: повышая эффективность отечественного производства и качество производимой продукции, они способствуют экономическому росту в долгосрочной перспективе, обеспечивают страну конкурентными преимуществами на мировом уровне, повышают благосостояние населения. Однако проведение научно-исследовательских и опытно-конструкторских работ, а также реализация инновационных проектов становятся невозможными в случае отсутствия финансовых ресурсов. На сегодняшний день существует немало источников финансирования инновационной деятельности, но все большую популярность в развитых странах приобретает венчурное финансирование.

Согласно ст. 1 Закона Республики Беларусь № 425-З «О государственной инновационной политике и инновационной деятельности» от 10 июля 2012 г., под венчурным проектом понимается инновационный проект, финансирование которого осуществляет коммерческая организация, предмет деятельности которой состоит в финансировании инновационной деятельности [1]. Как правило, такие проекты связаны с высокой степенью риска, в связи с чем банки и иные кредитные организации либо откажут в кредитовании, либо предложат крайне невыгодные условия. В то же время венчурные организации готовы инвестировать, так как успешная реализация проекта может принести большую прибыль.

В 2019–2020 гг. динамика количества венчурных сделок и объема инвестиций была крайне нестабильной. Количество венчурных сделок за квартал колебалось в диапазоне от 3 до 10, а объем венчурных инвестиций за квартал — от $1,1 до $32,4 млн. Так, в 2020 году объем венчурного финансирования в Республике Беларусь составил 36 млн USD, что на 9,6 млн USD или на 21,8 % меньше, чем в 2019 году (рисунок 1). Отрицательная тенденция сохраняется на протяжении 2021–2022 гг. и прежде всего обуславливается влиянием пандемии COVID-19, а также вводимыми в отношении Республики Беларусь санкциями.

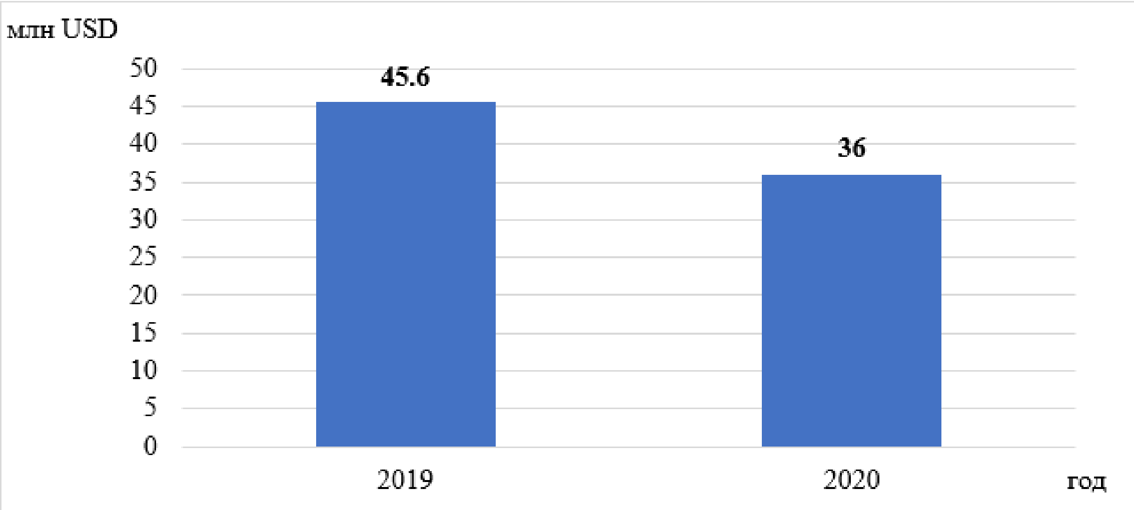

Рисунок 1 — Объем венчурного финансирования в Республике Беларусь, 2019–2020 гг.
Примечание — Источник: [2].

Кроме сокращения объема венчурного финансирования, меняется и дифференцированность проектов по секторам экономики. В 2019 году количество сделок в каждой отрасли было примерно одинаковым, однако в 2020 году преобладало финансирование проектов компаний, специализирующихся на IT и смежных отраслях (рисунок 2). Повышенный интерес со стороны венчурных инвесторов к данной отрасли обуславливается уверенностью в ее устойчивости, уровнем развития сектора, наличием высококвалифицированных кадров. Также IT-сектор включает в себя множество различных направлений, благодаря чему у инвесторов есть широкий выбор подсекторов.

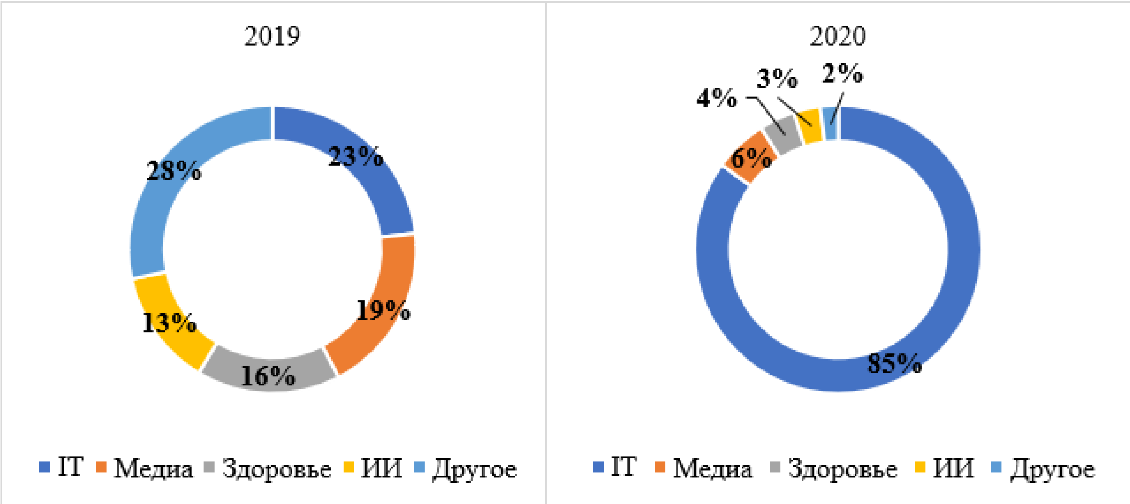

Рисунок 2 – Структура привлечения венчурного финансирования в Республике Беларусь, 2019–2020 гг.

Примечание – Источник: [2].

Помимо небольшого объема венчурного финансирования, существуют и иные проблемы, препятствующие инновационной деятельности в Республике Беларусь. К ним относится:

– низкая инвестиционная привлекательность страны для иностранных инвесторов, связанная с отсутствием развитого фондового рынка в стране, сложными экономическим законодательством и налоговой системой, низкой долей частного сектора в экономике, низкий уровень защиты интеллектуальной собственности;

– отрасль венчурного финансирования в Республике Беларусь находится в начальной стадии развития: венчурных организаций и бизнес-ангелов мало, следовательно возникают проблемы с финансированием венчурных проектов;

– проблема «утечки умов», а также отсутствие идей и проектов, которые в перспективе могут принести прибыль венчурным инвесторам. Ежегодно большое количество граждан Республики Беларусь переезжает в Российскую Федерацию, а также в другие страны ближнего и дальнего зарубежья и создают бизнес там. В результате, за рубежом создаются новые рабочие места, увеличиваются налоговые поступления, происходит миграция бизнеса. Отток из страны квалифицированных кадров, особенно молодежи, ведет к снижению научного потенциала страны.

Для способствования развитию инновационной деятельности, а также для решения вышеуказанных проблем в Республике Беларусь каждые пять лет разрабатываются специальные программы инновационного развития. Так, 15 сентября 2021 г. Указом Президента Республики Беларусь № 348, была утверждена Государственная программа инновационного развития Республики Беларусь на 2021–2025 годы. Ее главной целью является достижение Республикой Беларусь уровня инновационного развития стран – лидеров в регионе Восточной Европы на основе реализации интеллектуального потенциала белорусской нации. Для достижения поставленной цели планируется предоставить государственную поддержку для развития научно-технической и инновационной отраслей, сформировать систему налоговых льгот, охватывающую все этапы инновационного цикла, развить национальную систему интеллектуальной собственности, а также повысить роль ученых и изобретателей [3].

Таким образом, венчурное финансирование, являясь одним из источников финансирования инновационной деятельности, играет крайне важную роль. Более того, во многих странах оно признано одним из самых эффективных способов финансирования. Однако на территории Республики Беларусь данная отрасль слабо развита и имеет ряд существенных проблем, решение которых без поддержки государства невозможно.

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UDC 33

Zabolotskaia K.E., Novikova M.Y., Morskaya I.S. Amazon as one of the most influential economic and cultural forces in the world

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Abstract. *The article is devoted to America's leading ecommerce manufacturer, Amazon.com, Inc. Initially Amazon was set up as an online bookstore, and within several years the company grew into a large flourishing business. To date, Amazon is an Internet-based business enterprise that sells anything imaginable, but the company is primarily engaged in e-commerce, cloud computing, software and hardware products, digital streaming and artificial intelligence (AI) services.*

In recent years, Amazon has achieved considerable success and become only the second $1 trillion business, after Apple. The company has done its best to keep up with the changes in the e-commerce industry, sleeping its way to the top. As a result, the firm maintained a constant upward trajectory, reaching heights that were previously unimaginable.

Thus, the article aims to highlight economic and cultural components of Amazon's success.

Keywords*: Amazon, marketplace, market leader, economic force, cultural force, e-commerce platform, customer-orientation, innovations, diversity, Amazon's "Flywheel".*

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Innovators can only be those who try something new and risk failure. Bezos often failed a little at Amazon, but it never derailed him. Day One's goal has always been to create the Store of Everything, a platform where anyone can buy any physical product.

Jeff Bezos realized early on that Amazon would only succeed in the long run if the company grew continuously and very quickly. Today, Amazon is increasingly penetrating areas and industries: retail, pharmaceuticals, food, advertising, cloud, B2B, finance. And with each additional building block, Amazon gets even more data, more reach and thus becomes more and more attractive to end customers, traders and advertisers.

The combination of a huge range of products, top-notch service and the "Customer First" principle has created a unique system that is redefining the retail industry. Many platform users (especially major customers) don't always buy something on Amazon just because they need it urgently, but much more because it is just convenient to do.

However, Amazon is not just a marketplace. Above all, it is an international technology company that relies on e-commerce, cloud computing, digital streaming and artificial intelligence. The company is now considered as one of the most influential economic and cultural forces in the world and one of the biggest rule-setting brands in various markets.

To understand why Amazon is so successful, let us look at its economic and cultural components separately.

1. AMAZON'S ECONOMIC FORCE

In order to show the true economic power of the Amazon company take a look at the graph below, which shows Amazon's annual revenue from 2005 to 2021 in billions of dollars. As can be seen, the reporting period was incredibly successful without major ups and downs. From the very beginning, the company has been increasing its revenue in small steps year after year.

Following a gradual growth over 10 years, in 2016 Amazon's revenue rose sharply by approximately $30 billion compared to 2015. Then, this figure continues to grow in the same spurts till now (figure 1).

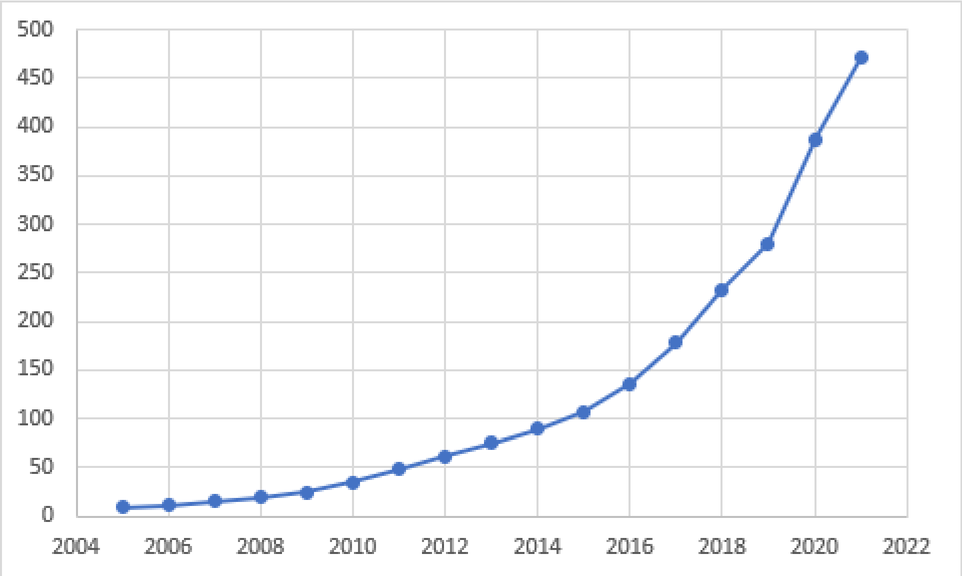

Figure 1 – Compiled by the authors according to Amazon annual revenue 2005 to 2021 ($bn) [Electronic source]. URL: https://www.businessofapps.com/data/amazon-statistics/ (accessed on 21.11.2022)

The bar chart which illustrates Amazon revenue for the same period by quarter. Here we may notice that the fourth quarter usually has more revenue than the previous three in each year, and this figure increases in fits and starts over the year. One of the reasons that most of the revenue is in the fourth quarter is because about 1/3 of annual sales occur between Black Friday and Christmas.

Currently, in the third quarter of 2022, Amazon's revenue totaled approximately $127.1 billion, surpassing the $111.81 billion the company had gained in the same quarter of 2021 (figure 2).

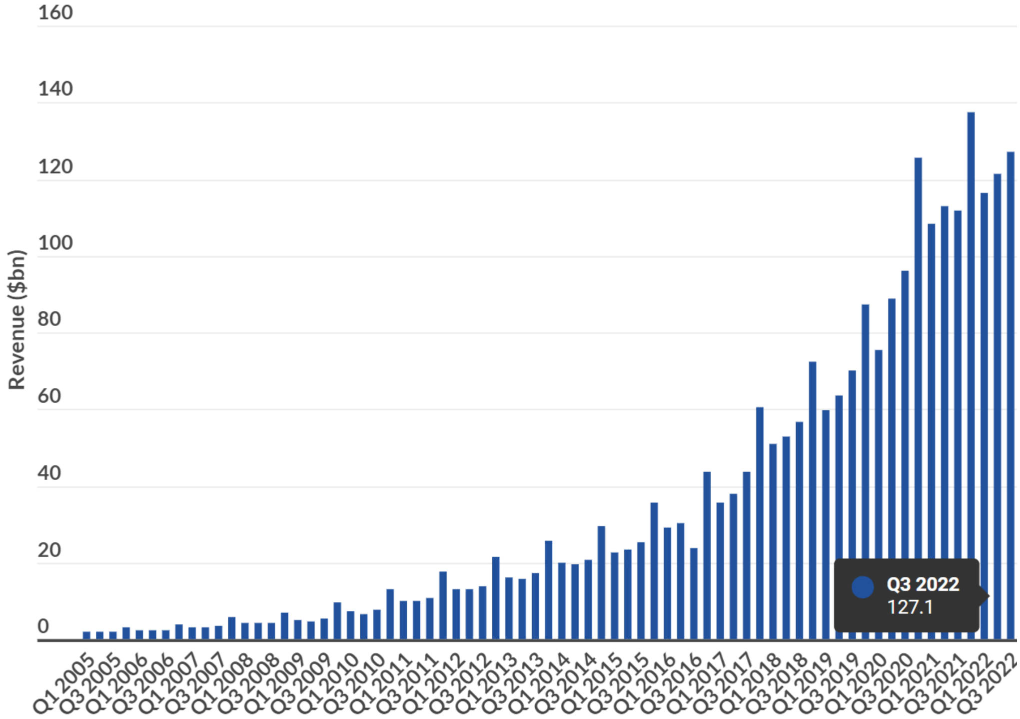

Figure 2 – Amazon quarterly revenue 2005 to 2022 ($bn) [Electronic source]. URL: https://www.businessofapps.com/data/amazon-statistics/ (accessed on 21.11.2022)

The economic strength of a company is determined by the following main factors:

1) efficiently-operating business model;
2) diversified business;
3) innovations;
4) customer orientation.

Amazon's business model and its effectiveness. The Amazon business model has been built up for more than two decades now and was not considered profitable for years. During that time it made huge investments in its infrastructure to attain success.

As a result, it has created an economic moat (competitive edge) and made it hard for any competitor to match its logistics and fulfilment capabilities.

Although Amazon sells a lot more through its subsidiaries, the core Amazon business model is based on an eCommerce market platform. Amazon sells products on the platform but also allows third-party sellers to sell to consumers[12].

[12] The article "Amazon Business Model" [Electronic source]. URL: https://www.garyfox.co/amazon-business-model/amp/ (accessed on 13.11.2022)

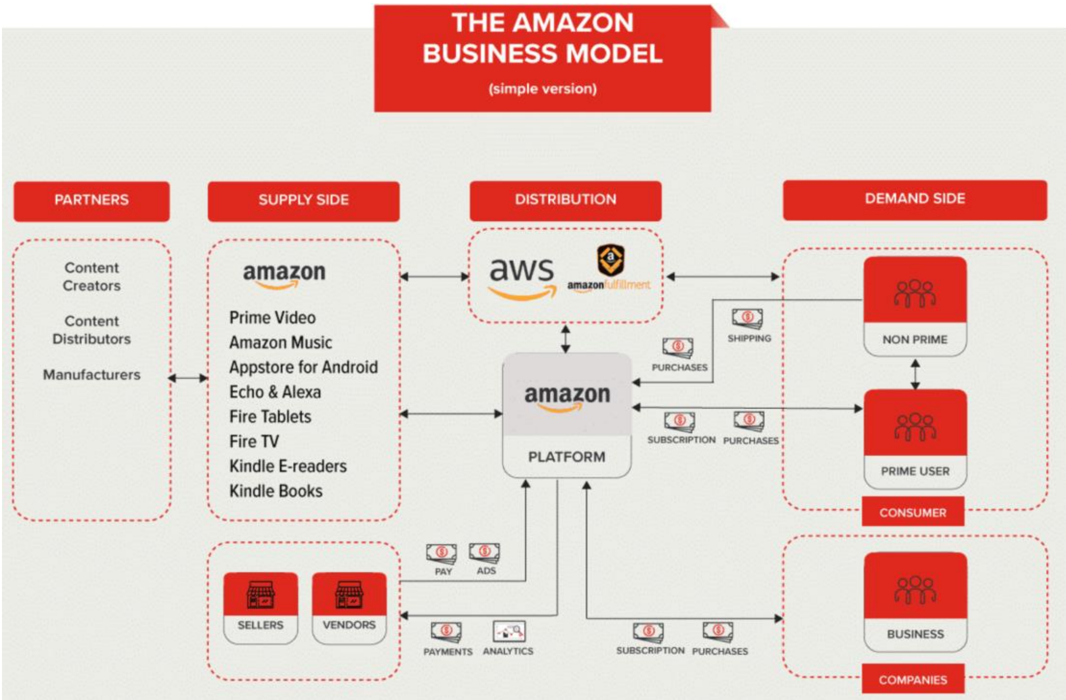

Figure 3 – Amazon's business model. [Electronic source]. URL: https://www.garyfox.co/amazon-business-model/amp/ (accessed on 13.11.2022)

Amazon's Supply Side. Given such a staggering amount of categories, let alone individual items, the question arises where do all these products come from? It is not just the storage and logistics but also inventory costs, especially for low-frequency items. The following three approaches are typical of Amazon's:

- standard inventory*:* hold only the most popular stock in their own fulfilment centres.
- just-in-time inventory: arrangements with the producers (rather than wholesaler) to ship the stock to either Amazon or (depending on a number of factors) directly to the customer when an order comes in.
- third-party sellers: this is another case of inventory not owned by Amazon and sold through Amazon Marketplace. These can be other professional sellers or other users who want to sell their used items. In most cases, the inventory would be held and shipped by the 3rd party unless they use Fulfillment by Amazon and/or Shipping with Amazon services.

So, these three ways help the company provide its customers with a wide selection of goods and services as well as cooperate with lots of companies and individuals, ensuring freedom of commerce and its own economic force.

Marketplace strategies. Price dynamism: Amazon makes millions of price changes every day. According to some estimate, they change the pricing of 15-20% of their products per day. Dynamic pricing also called surge pricing, demand pricing, real-time pricing or algorithmic pricing is where the price is flexible based on demand, supply, competition price, subsidiary product prices.

Price perception strategy: One e-commerce service company points out that Amazon's "[...] consistently low prices on the highest-viewed and best-selling items drive a perception among consumers that Amazon has the best prices overall", which obviously makes customers stay loyal to the company.

Demand/supply pricing: It is presumed that inventory levels (supply) and demand influence the dynamic pricing. For example, when demand for a product spike within a short period, say, due to a promotional campaign, this may lead to surging prices. Some accounts state that Amazon keeps surplus profits on a Marketplace product for themselves rather than passing it onto the merchant, which helps them grow and increase profits consistently.

Competition monitoring: Here is an example of how prices for popular items change within one day as each retailer constantly checks their competitor's prices and reacts algorithmically.

Seasonal prices: up to 30% of annual sales are concentrated in the period between Black Friday and Christmas, with some categories being particularly popular in this time frame.

Bundling/recommendations: Another tactic is bundling (sometimes with discounts) whereby Amazon suggests similar products for you to buy, e.g., under "customers who bought this item also bought".

To sum up, pricing strategies, wisely applied at the proper time of the year, depending on demand, season, holidays and current trends on the market, assist Amazon to provide customers with the cheapest products, which, in turn, fosters customer loyalty. The algorithms also let sellers change prices, taking into accounts competitors' prices, staying competitive in the marketplace.

Demand Side. The Amazon business is built on delivering exceptional customer experience. Despite its size, any complaints are dealt with quickly and its response times but many other industries e.g., banks to shame.

It has prime and non-prime members, whose difference is in the presence or absence of Amazon's subscription: for non-prime members, Amazon is not different from other online shopping platforms - a user pays for shipping, unless they reach a certain amount (with Amazon it is currently $25), whereas prime ones allow members to get special limited access to Amazon's goods and services, as will be discussed later.

Diversified business. Currently, the platform offers the following products/services[13]:

- Prime Video. This is a great Amazon product that provides a video-on-demand service. The user can watch and enjoy movies, TV shows, and music at any time.

[13] The article "Amazon's business model and how Amazon makes money" [Electronic source]. URL: https://azbyka.com.ua/biznes-model-amazon/ (accessed on 13.11.2022)

- Amazon Music. It is an online music streaming platform. It was launched in 2007 to make music available to all subscribers. It is one of the best stores that sells premium music from the world's leading music labels.
- Appstore for Android. This app store was first launched in 2012. It has apps created mainly for the Android operating system, which is run by Amazon.com.
- Echo & Alexa. Alexa and Echo are virtual assistants created using artificial intelligence (AI). Echo and Alexa offer weather forecasts from AccuWeather, music playback from the user's Amazon Music account and streaming services such as Pandora, Spotify, Apple Music and Google Play Music. Using voice commands, you can set alarms, create shopping lists and schedules, and access articles from the free online encyclopedia Wikipedia.
- Fire Tablets. Amazon Fire Tablets are some of the only high-profile, ultra-affordable tablets around[14]. Fire tablets are truly built for excellence and provide excellent performance. They are designed mainly for entertainment purposes at an affordable price.
- Fire TV. It is home to some of the best TV shows, movies, music, games, and photos. To enjoy this entertainment, it is enough to connect this joystick to the TV's HDMI port.
- Kindle E-readers & Books. The Amazon Kindle E-Reader is truly a blessing for all insatiable book readers. It has a store with a variety of e-books, newspapers, and magazines. These books can be browsed, bought, downloaded and read.

Innovations. For Amazon, innovation means constantly reinventing itself, that is why they are constantly investing in the development of new technologies.

Amazon was the first company to take on the challenge of implementing the latest technological advances to improve store efficiency. Thus, the company experimented with artificial intelligence (AI), honing its order processing or hiring processes and facilitating order fulfillment through drones. In the mid-2000s, Amazon began to expand its innovative technological path by launching AWS, a cloud computing platform. In addition, Amazon also offers cloud computing services called AWS (Amazon Web Services). It is the largest cloud computing service in the world with an estimated 32% of the total cloud market. Even NASA and the CIA, which also buy computing power and storage space from Amazon, use this offer.

[14] The article “Which Amazon Fire Tablet Is Best for You?” [Electronic source]. URL: https://www.wired.com/story/best-amazon-fire-tablet/ (accessed on 13.11.2022)

So, what made Amazon so popular at the time? The very idea of searching, selecting and shopping from the comfort of one's own home, and being able to get an item at your front door within days, was quite striking to customers who hadn't yet explored all the benefits of shopping online.

For example, one of the biggest breakthroughs and conversion stimulators was probably the so-called one-click purchase that Amazon patented. In this case, the customer has the ability to easily order with a single click, as the credit card is saved on the company's website[15].

Customer orientation. Jeff Bezos said, ‘There are many ways to center a business. You can be competitor focused, you can be product focused, you can be technology focused, you can be business model focused, and there are more. But in my view, obsessive customer focus is by far the most important. Even when they do not yet know it, customers want something better, and your desire to delight customers will drive you to invent on their behalf’. This quotation fully represents the company’s attitude towards its clients and prospects – they are at the center of the business.

Amazon’s services are so tailored and streamlined that it seems difficult to consider shopping elsewhere. From one-click checkout to prompt delivery, everything about Amazon’s services is designed to make shopping completely streamlined, efficient and convenient. That is the cornerstone of huge profits, enormous sales and a well-deserved name of the company. It also forms the cultural force, which is to be described further.

2. AMAZON’S CULTURAL FORCE

For non-prime members, Amazon is not any different than other on-line shopping sites. You pay for shipping, unless you reach a certain amount, with Amazon it is currently $25. You can pay more for faster delivery. You may even find other sites offering better deals than Amazon sometimes.

[15] The article “Darum ist Amazon so erfolgreich: was du von Jeff Bezos lernen kannst” (“That is why Amazon is so successful: what you can learn from Jeff Bezos”) [Electronic source]. URL: https://unternehmerkanal.de/podcast/darum-ist-amazon-erfolgreich-von-jeff-bezos-lernen/ (accessed on 11.2022)

You still get the benefit of Amazon's huge selection and great customer service. But it's still in line with what you can get from other retailers.

For prime members it is a whole different story. You get unlimited 2 day - sometimes even same day - shipping, no minimum purchase required. You get exclusive deals only offered to prime members, you get access to prime pantry and many other shopping features only available to prime members. It is like having a Costco or Sam's club membership, but it is with Amazon.

Additionally, you get free content from prime video, prime music, as well as a discount on unlimited music. You also get free books from the Kindle store, and many many more opportunities.

To sum it up: having an Amazon prime membership is like having a Sam's club, Netflix and iTunes membership combined with even more benefits (obviously you get much more by paying for each membership individually, but with Amazon you get very much of it for a fraction of the price, only $10 per month!)[16].

Amazon's "Flywheel" as a driver of the marketplace's development. The mechanism that constantly supports the growth of the platform is called the Amazon Flywheel. This "Flywheel" combines both the economic and cultural power of Amazon. This scheme is quite simple and includes just four basic elements: Customer Experience, Traffic, Sellers, and Selection. Let's start with the Customer Experience item. When customers have a great shopping experience on a platform, they come back again and again and even recommend it to their friends, which generates traffic.

Traffic is monitored by merchants because they need to get their products in front of potential customers. By generating meaningful demand for products, buyers attract interested sellers. The more sellers, the greater the selection of products. And a wider selection of products, in turn, means better customer service (The customer thinks, "I can get everything there!").

With these four elements contributing to the growth of the platform, Amazon achieves economies of scale. This means a lean cost structure that leads to lower prices, which ultimately further supports the growth cycle by giving customers the best quality of service.

One of the key benefits of the Amazon flywheel is its ability to create synergies: parts that work together support or even accelerate the rotation of the flywheel (figure 4)[17].

[16] The article "What is the difference between Amazon Prime and non-Prime customers" [Electronic source]. URL: https://www.quora.com/What-is-the-difference-between-Amazon-Prime-and-non-Prime-customers (accessed on 13.11.2022)
[17] The article "Amazons "Flywheel": So kommt Ihr Online-Geschäft ins Rollen" (Amazon's "Flywheel": How to Get Your Online Business Rolling) [Electronic source]. URL: https://sellics.com/de/blog-so-kurbelt-amazons-flywheel-ihr-online-geschaeft-an/ (accessed on 13.11.2022)

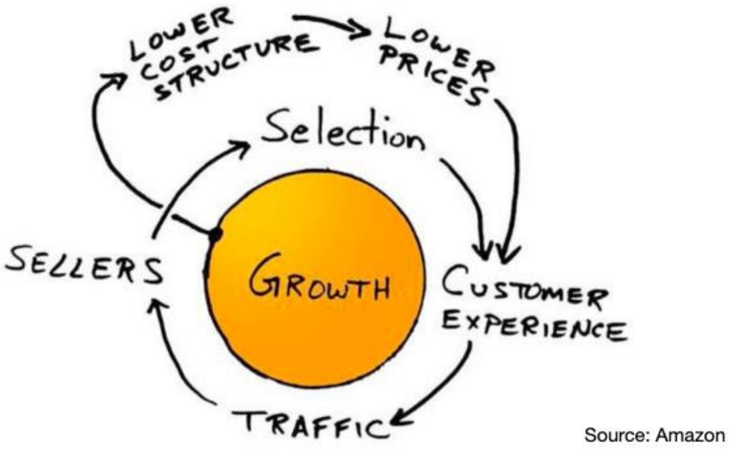

Figure 4 – Amazon's business model. [Electronic source]. URL: https://sellics.com/de/blog-so-kurbelt-amazons-flywheel-ihr-online-geschaeft-an/ (accessed on 13.11.2022)

Everything for the benefit of the customer. Amazon won its customers not with empty promises but with concrete actions and quality service.

Despite criticism from most publishers, Amazon introduced customer reviews very early on. Even if in the short term it meant small sales volumes, Amazon won the trust of its customers. In the long run, however, it was a major USP (unique selling point) for Amazon and laid the groundwork for Amazon to now become the No. 1 place to research physical products.

Another milestone in Amazon's success story was the fact that individuals were also allowed to offer used items. Although this move was very controversially received, it helped Amazon to increase sales to 35% at the end of 2010.

Thus, we can see that Amazon is not just talking about the widest range of products and the best customer service, but it is doing its best to live up to its values.

Bezos has also come to the conclusion that customers would always prefer the most reliable and fastest delivery. Amazon invested a lot of money in building infrastructure and logistics centers, so Amazon was not in the black for the first few years. Amazon's next success was fixed, and today Amazon is known for its fast shipping and delivery[18].

A customer for Amazon is not just someone who buys from Amazon once, but someone who is obsessed with shopping there. Initially, the "price of attracting a customer" may be high, you may even lose some profit in the beginning, but once the customer is hooked on the "hook" of the product, they become a constant source of income, a salesperson, a marketer and an influencer who will dictate how, what and how much to produce. It is the customer who forms and develops the habit of buying one product or another. He decides which product will be in the spotlight, in which direction

[18] The article "Darum ist Amazon so erfolgreich: was du von Jeff Bezos lernen kannst" ("That is why Amazon is so successful: what you can learn from Jeff Bezos") [Electronic source]. URL: https://unternehmerkanal.de/podcast/darum-ist-amazon-erfolgreich-von-jeff-bezos-lernen/ (accessed on 13.11.2022)

the salesman should look, in order to be as close to the customer as possible, gaining his trust and loyalty. The customer will be a much better asset than any of the buildings, profits or employees.

Figuratively speaking, the customer is an unpaid employee who will work selflessly for your profits[19].

Corporate Culture. In addition to excellent customer service, corporate culture is also a factor in Amazon's success. Admittedly, some practices are unusual, but sales of more than 100 billion prove Bezos right.

For example, there are never presentations in meetings. Employees, on the other hand, have to explain their points in six pages of continuous text, which is then read by others in the meeting-no matter how long it takes. Bezos promises that employees can critically ask questions and present their own ideas.

Amazon's next internal rule is the two-pizza rule. This means that no Amazon team can be so large that you can't be filled with two pizzas. The goal is for teams to work flexibly and autonomously.

Another aspect of Amazon's entrepreneurial culture is data-driven analysis of all decisions. Bezos believes that numbers do not lie. That's why he attaches so much importance to a data-driven approach.

The founder of the marketplace even encourages employees to take risks and make mistakes. At Amazon, mistakes are not considered something negative, but necessary for progress. Amazon, for example, has a so-called "Just do it - Award" for an employee who tried to implement something outstanding, even if it failed.

Conclusion

Thus, the achievement of Amazon's development and impact goals is based on economic and cultural components. The secret of Amazon's meteoric rise and ingredients of its success are its own unique diversified business model, with several business units, which generates value for all market players such as producers, wholesalers, retailers and, surely, customers. Due to cooperation with many companies and manufacturers, Amazon enables sellers to have freedom of commerce, consumers to have access to a wide variety of goods at affordable prices in big quantities. Moreover, various thoughtful pricing strategies, intelligently applied at the right time, depending on demand and current market trends and rapid economic changes, help Amazon find out the needs of customers and meet them, which, in turn, contributes to enhancing customer loyalty. By the closely monitoring of rivals' prices, Amazon allows sellers to change prices, which makes them competitive in the market. Next, innovations play a major role in success of the Amazon's company. For Amazon, innovation means continuously reinventing itself, for this reason they are continuously investing in

[19] The article:"The Amazon Phenomenon"[Electronic source]. URL: https://medium.com/spark-by-sime/the-amazon-phenomenon-af6e395158c9/ (accessed on 13.11.2022)

the development of new technologies, honing all the nuances and shortcomings to the ideal starting from order processing to the very last stage of receiving the goods to the ultimate consumer.

The Amazon's cultural strength is that Amazon is a customer-centric company. You may have noticed a trend: Amazon's success is based on customer service and only customers. Amazon has succeeded in building a consumer paradise. The company has developed its unique Amazon prime membership, which provides its members with many perks and benefits, special offers, and allows customers to use all provided goods and services and make purchases quickly, efficiently and conveniently. Amazon costs less and promises more than other stores and platforms: better choice by combining the retail business with the marketplace, better price by using the Buy Box, and the fastest delivery by FBA. And the "Flywheel" success strategy means that the more successful Amazon is, the more successful it becomes.

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SECTION 4. ICT, COMMUNICATION NETWORKS AND SECURITY

UDC 04

Zhebel V.A. Reliability of data transmitted over the network

Достоверность данных переданных по компьютерной сети

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***Abstract**. The article highlights the problems of data transmission over a computer network in various data transmission media: wired and wireless. The reliability and integrity of data transmitted over the network, which are sent from the source to the recipient, is considered. The studies of various scientists, as well as other researchers in the field of analyzing the reliability of data and protecting them from changes by the intruder, were studied. The methods and methods by which the researchers fought or proposed to deal with this problem are described. The article also discusses alternative research from the side of encrypting / decrypting data on the network and finding such network traffic. In general, the article is devoted to identifying problems in the transmission of data over the network, the analysis of this data.*

***Keywords**: data reliability, data integrity, data transmitted over a computer network, data protection from modification, analysis of network attacks.*

***Аннотация**. Статья освещает проблемы передачи данных по компьютерной сети в различных средах передачи данных: проводных и беспроводных. Рассматривается достоверность и целостность данных переданных по сети, которые пересылаются от источника к получателю. Изучены исследования различных ученых, а также других исследователей в области анализа достоверности данных и защиты их от изменения нарушителем. Описаны методы и способы при помощи, которых исследователи боролись или предлагали бороться с данной проблемой. В статье также рассматриваются альтернативные исследования со стороны шифрования/дешифрования данных в сети и нахождения такого сетевого трафика. В целом статья посвящена выявлениям проблематики при передачи данных по сети, анализа этих данных.*

***Ключевые слова**: достоверность данных, целостность данных, данные переданные по компьютерной сети, защита данных от модификации, анализ сетевых атак.*

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Введение.

В настоящее время практически все данные предприятий и организаций, перемещаются через среду глобальной сети, а именно глобальной сети интернета. Информационные данные, которые передаются по этой сети, могут быть перехвачены и прочитаны, а также перехвачены и модифицированы. Кроме того, помехи, наводимые в сети, могут повлиять на данные передаваемые по сети. В таком случае данные полученные по сети могут нести в себе, как вредоносные программы, такие как вирусы, черви, троянские кони, а также модифицированные данные или просто не правильные данные. Проблематикой защиты данных от вредоносного воздействия или прослушивания данных в сетевом трафике занимаются многие ученные и написано много статей: А.В. Черниговский, М.В. Кривов, А.Л. Истомин, В.А. Буковшин, Д.А. Чуб, И.Н. Колосок, А.Ч. Аманова и многие другие. Каждый из них предлагает различные методы и способы решения данных проблем на разных уровнях и для разных вычислительных сетей [1-8].

Первым способом восстановления модифицированных данных при передаче использование избыточного кодирования. В статье преподавателя Туркменского государственного архитектурно-строительного института А. Ч. Амановой предлагается для повышения достоверности цифровых данных воспользоваться избыточным кодированием методом помехоустойчивого кодирования. В данной статье она ставит следующие задачи:

1. Изучить существующие алгоритмы кодирования и декодирования.
2. Исследовать алгоритмы кодирования и декодирования, обладающие повышенной корректирующей способностью и характеризующиеся предельно малой сложностью практической реализации.
3. Исследовать характеристики кодирования и декодирования в типичных каналах передачи данных, разработать методику выбора их параметров для получения максимальной эффективности.
4. Используя разработанную методику выбрать наилучшие параметры кодирования и декодирования для ряда типичных моделей каналов передачи данных.
5. Разработать программное обеспечение для исследования эффективности современных алгоритмов кодирования и декодирования [2].

Разрабатываются методы распознавания уровня качества обслуживания пакетного трафика сетевыми маршрутами, данное исследование проводят А.Е. Севрюков и Д.А. Стребков. Целью их исследования является разработка метода распознавания уровня качества обслуживания в сетевых маршрутах в условиях быстрых изменений пакетного трафика и частичного наблюдения за уровнем качества обслуживания в звеньях сети пакетной связи. Этот метод косвенно подходит к нашей проблематике, т.к. в нем используются способы и методы, которые могут быть применены и в нашем исследовании Инструментом выступают флаги в заголовках пакетов и эхо-запросы, поступающие по протоколу ICMP [3].

Ученые В.В. Бухарин, А.В. Кирьянов, Ю.И. Стародубцев, С.С. Трусков в 2012 году предложили метод по обнаружению сетевого перехвата информационного трафика информационно-телекоммуникационной сети. Тем самым акцентируя проблему в данной области, даже при том, что современные криптографические методы прогрессируют и позволяют кодировать и шифровать трафик новыми методами. Данный коллектив ученых предлагает воспользоваться значением поля TTL (Time to Live) сетевого IP-пакета для поиска перехвата трафика. Целью предлагаемого метода является анализ информационного трафика сети, обеспечивающего повышение достоверности обнаружения атак на компьютерную сеть, за счет определения информации о ведении всех видов компьютерных атак, в том числе и пассивных, путем передачи проверочных пакетов и анализа ответных пакетов от маршрутизаторов внешней сети, используемых на маршруте передачи пакетов сообщения. Особое внимание посвящено пассивным атакам на компьютерную сеть, которые не оказывают непосредственное влияние на работу сети, но при этом могут быть нарушены установленные правила разграничения доступа к данным или сетевым ресурсам. Предложен принцип трассировки маршрута прохождения пакетов по внешней сети, заложенный в процедурной характеристике протокола IP и ICMP. Максимальное значение времени жизни пакета TTL=255. Соответственно, если маршрутизатор обнаруживает пакет с нулевым значением поля времени жизни, он его удаляет и сообщает об этом источнику данного пакета специально сформированным пакетом протокола ICMP, на один удаленный пакет источник пакета получит одно ICMP сообщение от промежуточного маршрутизатора о данном действии, если принято два и более ICMP сообщений от разных промежуточных маршрутизаторов это означает тиражирование пакетов, что в свою очередь является признаком возможного перехвата передаваемого трафика [4].

Ответом на возражения о том, что шифрование может защитить нас от утраты трафика служат исследования ученных В. А. Буковшина, П. А. Чуба, Д. А. Короченцева, которые предлагают метод анализа зашифрованного сетевого трафика на основе вычисления энтропии и применения нейросетевых классификаторов. С развитием нейросетей и искусственного интеллекта, многие исследователи применяют их в различных отраслях и областях деятельности человечества, ну конечно же при шифровании и дешифровании тоже. В данной работе был предложен новый смешанный подход для анализа сетевого траффика, основанный на совокупном применении теории информации, математической статистики и теории машинного обучения.

На основании результатов проведённых экспериментов по тестированию реализованной нейронной сети и оценки качества её работы можно сказать, что нейронная сеть эффективно распознает такие распространенные виды трафика, как VPN-аудио/видеопоток, VPN-торрент, VPN-VoIP, VPN-чат, FTP, SMTP. Использование данного подхода при распознавании таких популярных приложений, как Youtube, BitTorrent, Skype, Telegram, FTPS, GMail, показало высокие результаты [5].

Одним из относительно новых направлений по защите данных в компьютерной сети является стеганография. В статье «Устойчивая к атакам стенографическая система в расширенном модулярном коде» ее авторы Рябинин Ю.Е. Финько О.А. предлагают свои методы и способы по защите передаваемых данных. Разработанная ими стенографическая система с их слов позволяет создать устойчивый скрытный канал обмена шифрованными данными в сети общего пользования, обеспечивающий высокую вероятность достоверной передачи шифрованной информации методами стеганографии [6].

Отдельно необходимо осветить работы по защите данных в области радиосвязи, тут необходимо отметить работу адъюнкта Неижмака А. В., в которой он описывал модель функционирования системы повышения достоверности с использованием контрольных пакетов. В статье приведено формальное описание алгоритма (процесса) однонаправленной передачи информации в линии радиосвязи с её квитированием по обратной связи (однонаправленный полудуплекс). Оно не нарушает общность рассмотрения, так как процесс одновременной встречной передачи информации в радиолинии (дуплекс) сводится к независимому описанию двух взаимонезависимых процессов однонаправленной передачи. Также приводится описание алгоритма функционирования системы повышения достоверности с использованием контрольных пакетов в терминах марковских (полумарковских) процессов и теории стохастического управления без учета воздействия радиоэлектронного подавления. Для этого были сформулированы и описаны рабочие состояния вызывающего и отвечающего абонентов и определен перечень потенциальных, разрешенных и редуцированных состояний. С целью пояснения принципов построения модели была рассмотрена радиолиния, функционирующая без учета влияния системы радиоэлектронного подавления [7].

Исследователи Р.Х. Багдасарян, В.О. Осипян, К.И. Литвинов рассматривают технологию распределенной передачи данных и проблемы проверки достоверности информации по каналу связи.

В которой раскрывают проблему проверки достоверности информации при ее передаче по незащищенным каналам связи. В статье описывается технология и особенности передачи информации, а также демонстрируются преимущества использования и применения в распределенной информационной системы. Представлены схема распределенной системы и модели передачи данных и проверки достоверности в открытых сетях и каналах связи с использованием алгоритмов симметричного и асимметричного преобразования информации. В данной схеме системы передачи информации используется гибридное преобразование. Преимущество гибридного преобразования заключается в возможностях синтеза преимуществ систем, в работе которых используется открытый ключ с производительностью, которую может предоставить симметричная система. Симметричным методом происходит шифрование данных, а ассиметричным ключом зашифровывается сам ключ с зашифрованными данными, что позволяет обеспечить дополнительную защиту передаваемой информации.

В предлагаемом методе сочетаются как высокая производительность криптосистем, так и преимущества в области уровня защиты ассиметричных методов. Технологию распределенной передачи данных и проверки достоверности сведений по общедоступной линии передачи необходимо описать множественной моделью, которая имеет функции, информационные элементы и их группы. Представленный способ дает возможность обеспечить надежность и высокую степень защиты данных при их передаче в открытых сетях [8].

В процессе исследования необходимо определится с различными свойствами данных такими, как достоверность и целостность. Достоверность информации — это свойство, выражаемое в строгой принадлежности информации источнику данных, передача компьютером «A» данных по сети компьютеру «B». Под целостностью информации понимается ее свойство сохранять свое содержание в процессе передачи и промежуточном хранении данных в сети. В нашем случае структура информации может меняться при передаче через множество маршрутизаторов, коммутаторов и других сетевых устройств.

По результатам проведенного исследования можно сделать вывод, что проблема защиты данных от изменения или прослушивания в процессе передачи по сети остается актуальной и в наше время и в полном объеме не решена до сих пор.

Нами предлагается решение ввести коэффициент достоверности данных передаваемых по компьютерной сети для организаций. Это будет составной коэффициент, используемый на разных уровнях стека протокола TCP/IP для анализа передаваемых данных. Предлагается использовать составные части из уровней доступа к среде передачи данных, межсетевого транспортного и прикладного уровня. Анализируя передаваемую информацию будут высчитываться весовые коэффициенты и суммироваться в единый общий коэффициент, который будет отвечать на вопрос с какой вероятностью данные пользователя изменены.

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SECTION 5. JUSTICE

UDC 371.2

Bashmakova N. Key areas of studies in the field of judicial competence formed in the process of professional training of specialists for the judiciary

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Abstract. *The article emphasizes the importance of conducting further research in the field of judicial competence in the context of professional training of specialists for the judiciary. Relying on the existing scientific and methodological views and the findings of numerous studies, the necessity of comprehension of the essence of the juridical component of professional activity is substantiated. Key promising areas for further research are highlighted.*
Keywords*: juridical competence, professional training of specialists for the judicial system, key promising areas*

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Introduction

In the new regulatory-legal terms of development of Russian statehood are changing the expectations on the level of legal training of specialists for the the judiciary. The latter is due to the fact that the system of the contemporary higher professional education today is aimed at training a highly qualified specialist with a high degree of professionalism that is required to solve professional problems [1]. In this regard the judicial competence of a specialist acquires special importance, since the latter implies social and personal activity of a personality. Unfortunately, there is no consensus in the existing scientific and methodological literature today about the judicial competence.

The purpose of this article is to specify the concept of "judicial competence" and to identify key areas for further research of judicial competence in the course of professional training of specialists for the the judiciary.

Material and methods

The review of the available sources on the problem under consideration enables us to state that the society puts forward a fundamentally new set of values, which is rooted in the general competence of a specialist, and legal competence is one of its parts. At that, juridical competence implies "the knowledge and fulfillment of social norms and rules of conduct that are set by the state in accordance with its powers, rights and obligations" [2].

In the role of a social subject, a specialist for the judicial system, executing the rights and obligations within the existing system of legal relations, has to have a juridical competence.

Meanwhile, the results of the examination of this problem indicate that the available theoretical and applied research on this problem is insufficient, and the problem of finding approaches to the definition of the content of legal competence has not been studied sufficiently. In addition, promising directions for further research on judicial competence, which are important for updating the professional training of specialists for the the judiciary, are not sufficiently investigated.

The practical relevance of the problem under study for the implementation of the constitutional provision of the Russian Federation to ensure and protect human rights and freedoms in the professional sphere reveals the contradiction between the need for specialists with a high level of legal training and the existing level of their legal education.

Researching the problems of legal culture in the conditions of social modernization of Russia, scientists note that the process of high quality professional training of specialists is unfeasible without mastering the necessary legal knowledge, as well as the accumulation of: 1) awareness of the basics and general principles of law and state, the legal status of the individual in society, constitutional rights and duties of man and citizen; 2) awareness of certain branches of law and legislation, which are directly related to the future professional activities of specialists in the humanities

Looking at the current educational standards, we can see that the first challenge is quite successfully solved by such a discipline as “Jurisprudence”, which is available in the content of the professional training of most specialists and provides the fulfillment of the requirements for professional training. As for the connection between the regulatory framework offered to students and the future professional activity, here, indeed, there is a problem that requires a solution and prevents the accumulation of knowledge and skills of practical application of normative-legal knowledge. At the same time, however, let us note that knowledge of legal norms is not an end in itself for a specialist. This knowledge is supposed to “work”, “act” for the benefit of the specialist and for the benefit of the professional team. Consequently, it is important enough to grasp the object of protection in the professional field of a specialist in this or that professional area. And this aspect, in our opinion, is not provided by the proposed training programs. These issues call for separate versatile scientific and methodological solutions to such problems as:

- development and clarification of the concept of “juridical competence” and its theoretical analysis as applied to the process of competence formation in future specialists of a humanitarian profile;
- selection of the main approaches to the content of the notion of juridical competence;
- identifying the optimal content of the disciplines aimed at mastering by future specialists the normative-legal documentary base for humanitarian professional spheres.

Results of the study and their discussion

From the point of view of our study, juridical competence is an integrative concept that cannot be defined unambiguously and implies "knowledge and compliance with social norms and rules of conduct that are established by the state in accordance with its powers, rights and obligations" .

Promising areas of research have been highlighted.

Conclusion

In summary, it is relevant to underline the emphasis of society on the professional training of specialists for the judiciary, which develops at the stage of personality formation in the process of training within the competence-based approach.

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SECTION 6. PEDAGOGY AND EMPOWERMENT

UDC 37

But I.V. Promotion of employment of disabled graduates of Dalrybvtuz

Содействие трудоустройству инвалидов – выпускников Дальрыбвтуза

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Abstract. *This article discusses the problem of employment of graduates with disabilities. Currently, the issue of creating the necessary conditions at the university to promote the employment of graduates with disabilities is relevant.*
Keywords: *disabled person, person with disabilities, employment of disabled people, graduates with disabilities.*
Аннотация. *В данной статье рассматривается проблема трудоустройства выпускников с инвалидностью. В настоящее время актуален вопрос создания необходимых условий в вузе по содействию занятости выпускников с ограниченными возможностями здоровья.*
Ключевые слова: *инвалид, лицо с ограниченными возможностями здоровья, трудоустройство инвалидов, выпускники с ограниченными возможностями здоровья.*

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Современные тенденции развития экономики связаны с трансформацией социально-трудовых отношений под влиянием индустриализации и цифровизации. Все это неизбежно сказывается на рынке труда, профессий, что приводит к изменению требований, предъявляемых к работнику при трудоустройстве. Люди с инвалидностью оказываются менее конкурентоспособными на рынке труда в силу определенных ограничений. Большая численность инвалидов в нашей стране неизбежно влечет проблему их трудоустройства и занятости в силу разных обстоятельств.

Люди с инвалидностью имеют специфические потребности для эффективного трудоустройства, которые нельзя решить без привлечения специалистов, без реализации эффективных государственных программ и принятия нужных законодательных актов. Эти меры позволяют уравнять возможности для людей с инвалидностью в сравнении с другими гражданами, ведь для многих людей с инвалидностью «одинаковое отношение» вовсе не означает «одинаковые возможности».

Трудоустройство инвалидов чрезвычайно важная и актуальная задача общества, требующая постоянного внимания, изыскания новых средств, технологий и использования имеющихся резервов для повышения эффективности данной работы. Вовлечение в трудовую профессиональную деятельность является важным этапом социализации для человека, тем более важным для человека с ограниченными возможностями здоровья.

Современная система отношения к людям с ограничениями здоровья стремится обеспечить не просто социальную защиту, а полноценную интеграцию их во все сферы жизни общества. Значимая часть этого процесса – обеспечение доступа к квалифицированному, высокооплачиваемому и престижному труду, что в свою очередь невозможно без получения качественного профессионального образования [1].

Наличие тесной связи образования инвалида и степени его участия в жизни общества признана в мировой практике. Для лиц с ограниченными возможностями здоровья образование жизненно важно, поскольку является одним из наиболее эффективных механизмов развития личности. В личностном плане образование дает свободу жизненного выбора целей, духовную и материальную независимость, придает жизненную стойкость и гармонизирует существование, что особенно важно для инвалидов молодого возраста. Экономическая целесообразность получения профессии – это возможность социальной полноценности, материальной независимости [2].

В области профессионального образования очевидным приоритетом является интеграция, которая наилучшим способом обеспечивает инвалидам равные права и возможности в получении профессии, повышении квалификации, рациональном трудоустройстве и эффективной занятости. Получение образования превращает инвалидов из пассивных потребителей социальных услуг в активных, созидательных и квалифицированных граждан.

Основными причинами, сдерживающими эффективное трудоустройство выпускников-инвалидов являются:

- низкая степень социализации;

- отсутствие механизмов, обеспечивающих взаимосвязь между рынком труда и рынком образовательных услуг;

- отсутствие у большинства выпускников необходимых навыков самоопределения на рынке труда, развития трудовой карьеры, ведения переговоров с работодателями по вопросам трудоустройства [3].

Процесс содействия трудоустройству лиц с ограниченными возможностями здоровья следует рассматривать как механизм, сформированный на основе взаимодействия различных субъектов с целью более качественного и эффективного включения в занятость данной категории лиц.

За содействие трудоустройству в Дальрыбвтузе отвечает созданный в 2001 году Центр трудоустройства и содействия занятости молодежи.

С 2017 года в Дальрыбвтузе реализуется план мероприятий по обеспечению трудоустройства выпускников с ограниченными возможностями здоровья и инвалидностью, направленный на комплексную работу с обучающимися из числа инвалидов и лиц с ОВЗ.

Реализация плана мероприятий по обеспечению трудоустройства выпускников с инвалидностью способствует расширению возможностей занятости выпускников из числа инвалидов и лиц с ОВЗ, испытывающих трудности в поиске работы.

Отметим основные мероприятия данного плана.

1. Организация персонифицированного учета инвалидов по всем формам обучения.

На сегодняшний день в Дальрыбвтузе обучается 8 студентов с ограниченными возможностями здоровья: 4 человека по очной форме обучения и 4 человека по заочной форме обучения (табл. 1).

Таблица 1

Численность обучающихся-инвалидов

Очная форма обучения			
Курс	Количество обучающихся инвалидов	Направление подготовки	Группа инвалидности
2 курс	1	35.03.08 Водные биоресурсы и аквакультура	III группа (инвалид с детства)
3 курс	1	38.03.01 Экономика	III группа (инвалид с детства)
	1	19.03.01 Биотехнология	III группа (инвалид с детства)
	1	23.03.01 Технология транспортных процессов	III группа
Заочная форма обучения			
Курс	Количество обучающихся инвалидов	Направление подготовки	
1 курс	1	23.03.01 Технология транспортных процессов	
2 курс	1	19.03.02 Продукты питания из растительного сырья	III группа (инвалид с детства)
3 курс	1	27.03.01 Стандартизация и метрология	III группа (инвалид с детства)
4 курс	1	23.03.01 Технология транспортных процессов	III группа (инвалид с детства)

Ежегодно проводится мониторинг показателей занятости инвалидов молодого возраста из числа выпускников вуза, распределение их по каналам занятости.

2. Взаимодействие с работодателями в целях формирования базы свободных рабочих мест, подходящих для трудоустройства инвалидов, в том числе квотированных рабочих мест и специально оборудованных (оснащенных) рабочих мест.

Располагая данными персонифицированного учета обучающихся с ограниченными возможностями здоровья, можно прогнозировать планируемый выпуск инвалидов в текущем году по направлениям подготовки. Что позволяет на стадии заключения договоров о практической подготовке обучающихся обсуждать с профильной организацией возможность трудоустройства выпускника с инвалидностью. Взаимодействие по данному вопросу осуществляется с представителями отделов кадров, которые владеют информацией о наличии квотируемых мест для трудоустройства инвалидов и лиц с ОВЗ.

3. Взаимодействие с Приморским центром занятости населения по вопросам содействия трудоустройству инвалидов.

Данная работа осуществляется в рамках соглашения о сотрудничестве и совместной деятельности, предметом которого является организация всестороннего и эффективного сотрудничества сторон для реализации совместных задач качественного содействия трудоустройству и адаптации к рынку труда студентов и выпускников университета, включая работу с лицами с ограниченными возможностями здоровья.

Центр занятости регулярно организует выездные мероприятия, с целью проведения занятий по технологии поиска работы, которые включают в себя социальную адаптацию: обучение студентов последних курсов навыкам активного самостоятельного поиска рабочего места; секретам составления резюме; самопрезентации; ведение деловых переговоров с работодателями и много другое.

Ранее специалисты Центра занятости регулярно направляли в университет информацию о вакансиях предприятий с квотируемыми местами. Причем перечень был достаточно большой и не всегда отражал профессиональную направленность выпускников-инвалидов Дальрыбвтуза. Сегодня представители центра занятости регулярно проводят выездные консультации в стенах университета по вопросам временной занятости, трудоустройства, программам дополнительного образования, переобучения, включая работу с обучающимися инвалидами.

4. Взаимодействие с работодателями, заявившими вакансии, с целью трудоустройства на них инвалидов с учетом вида заболевания и степени ограничения жизнедеятельности.

5. Информирование инвалидов о квотируемых рабочих местах.

6. Сопровождаемое содействие занятости инвалидов для оказания им помощи по трудоустройству и осуществлению трудовой занятости.

7. Организация совместной работы с выпускающими кафедрами по реализации программ сопровождения инвалидов молодого возраста при получении ими профессионального образования.

Начиная с первого курса эту работу осуществляет куратор академической группы, далее продолжает руководитель практики (сначала учебной, затем производственной). Стоит отметить, что преподаватели Дальрыбвтуза регулярно проходят повышение квалификации по программам инклюзивного образования, разработанным Ресурсным учебно-методическим центром Тихоокеанского государственного университета. В 2022 году повышение квалификации по программа инклюзивного образования прошли 27 преподавателей нашего университета, в 2021 – 36 сотрудников Дальрыбвтуза из числа профессорско-преподавательского состава и вспомогательного персонала.

Для обучающихся лиц с ограниченными возможностями здоровья организуется сопровождение и в период организации практической подготовки. Согласно пункту 4.12 нормативного документа университета ПЛ–2.5/07–2020 «Положение о практической подготовке обучающихся», практическая подготовка обучающихся с ограниченными возможностями здоровья и инвалидов организуется с учетом особенностей их психофизического развития, индивидуальных возможностей и состояния здоровья. Предоставление мест прохождения практики для студентов-инвалидов и студентов с ОВЗ осуществляется на основе индивидуализированного подхода с учетом требований их доступности для данных обучающихся.

Сопровождение процесса практической подготовки студентов с ограниченными возможностями здоровья осуществляется совместно с руководителем практики из числа работников профильной организации, в функциональные обязанности которого входят: проработка индивидуального подхода в организации и проведении практики с учетом ограничений по здоровью практиканта с инвалидностью и ОВЗ; выявление и оказание поддержки при решении проблем, возникающих у практиканта с инвалидностью в профильной организации; создание условий для адаптации практиканта с инвалидностью к условиям трудовой деятельности и др.

Во время прохождения практики обучающиеся с ОВЗ имеют возможность познакомиться с условиями труда в профильных организациях, продемонстрировать свои знания работодателю для дальнейшего трудоустройства. Как правило студенты Дальрыбвтуза с ограниченными возможностями здоровья начинают свою трудовую деятельность во время обучения в вузе. Работа для студента с инвалидностью – это возможность получения практического опыта, знаний, которые помогут становлению их как профессионалов.

Следует отметить, что реализация всех вышеуказанных мероприятий в вузе по обеспечению трудоустройства выпускников с ОВЗ и инвалидностью, способствует расширению возможностей их занятости на рынке труда.

Тем не менее, сегодня существует немало проблем, с которыми сталкиваются выпускники с инвалидностью при поиске работы:

1. Проблема здоровья лиц с инвалидностью. В первую очередь это отсутствие физической способности осуществлять некоторые функции, присущие здоровому человеку; невозможность длительного нахождения на рабочем месте и т.д. В связи с чем выпускники с инвалидностью сталкиваются с проблемой конкурентной среды с работниками без ограничений в трудовой деятельности.

2. Ограниченность доступной среды. Например, недостаточная оснащенность общественного транспорта. Так, инвалиды, страдающие заболеваниями, затрудняющими движение, не могут полноценно передвигаться из одного пункта назначения в другой на общественном транспорте, в связи с чем отсутствует возможность добраться до рабочего места.

3. Недостаточное количество вакансий в условиях гибкой и дистанционной работы. В настоящий момент количество желающих трудоустроиться инвалидов превышает количество соответствующих рабочих мест. Несмотря на обязательное квотирование, работодатели не готовы принимать на работу выпускников с инвалидностью. В данном случае необходимо совершенствовать механизмы квотирования рабочих мест и повышать интерес работодателей к приему на работу выпускников с инвалидностью.

4. Несоответствие вакантных рабочих мест рекомендациям ИПРА (индивидуальная программа реабилитации и абилитации) по осуществлению трудовой деятельности инвалидов. Главной проблемой в вопросах обеспечения инвалидов рабочими местами является отсутствие у потенциальных работодателей финансовых и иных ресурсов, с помощью которых работодатель смог бы создать комфортные условия труда для своих сотрудников-инвалидов. Например, те ограничения, которые прописаны в ИПРА не учитывает работодатель, в следствие чего лицо с ОВЗ не может занимать предложенную должность.

5. Недостаточный уровень мотивации лиц с инвалидностью к трудовой деятельности.

Исходя из всего вышесказанного, важными факторами успешного трудоустройства выпускника с инвалидностью является поддержка на государственном уровне, стимулирование работодателя, а также личная готовность выпускника к трудовой деятельности [3].

Таким образом, построение и функционирование эффективной системы содействия трудоустройству выпускников из числа инвалидов и лиц с ограниченными возможностями позволит повысить уровень социально полезной отдачи системы профессионального образования, создаст условия для распределения полномочий ответственности за инклюзию всех структур университета, профессионального и социального развития молодых специалистов из числа инвалидов и лиц с ОВЗ.

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SECTION 7. PEDAGOGY, LANGUAGE AND CULTURE IN EDUCATION

UDC 37

Balyaeva M.O., Kovaleva T.A. The use of phraseological units in the process of teaching English in secondary school

Использование фразеологизмов в процессе обучения английскому языку в средней школе

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Abstract. *The article addresses the subject of including phraseological units in the curriculum of general education school. The article reveals approaches to the definition of phraseological units and substantiates the importance of application of phraseological units while studying English. Phraseology is not only a cultural and informative resource; it also contains very rich linguistic material that allows studying different aspects of phonetics, lexicology and grammar of a foreign language.*
Keywords: *phraseological units, idioms, communicative competence, communicative approach.*
Аннотация. *Статья посвящена рассмотрению вопроса о включении фразеологических единиц в учебную программу общеобразовательной школы. В статье раскрываются подходы к определению фразеологизма, обосновывается важность и актуальность введения фразеологизмов в процесс обучения английскому языку. Доказывается, что фразеология представляет собой не только культурно-информативный источник, но и содержат богатейший лингвистический материал, позволяющий на его основе изучать различные аспекты фонетики, лексики и грамматики иностранного языка.*
Ключевые слова: *фразеологизм, фразеологические единицы, идиомы, коммуникативная компетенция, коммуникативный подход.*

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На данный момент в современном языкознании существует множество работ, посвященных фразеологии, в первую очередь семантике и структуре фразеологизмов, а также фразеологии как компоненту языковой картины мира. Существенный интерес в настоящее время проявляют к проблеме внедрения фразеологизмов в процесс обучения иностранному языку, так как в последнее время большое распространение получило обучение так называемому «схематичному» английскому языку, т.е. без применения реалий и образных выражений. Обучаясь таким образом, нынешнее поколение сможет говорить на английском языке, но не сможет учитывать и понимать какие-либо особенности культуры страны изучаемого языка, что может привести к взаимному непониманию коммуникантов.

Как отмечает У.И. Копжасарова, фразеологический фонд языка – это своеобразный способ представления национальной картины мира, это отражение сознания народа той или иной страны [6, с. 90]. Поэтому, если мы хотим быть понятыми носителями английского языка, изучение и употребление фразеологизмов в речевой практике становится первоочередной задачей.

В лингвистике существуют противоположные взгляды на сущность фразеологизмов, их роли в предложении и отношения компонентов внутри них. Например, по мнению А.И. Молоткова, фразеологическая единица состоит «не из слов, а из компонентов, которые утратили признаки слова» [5, с. 25]. Это значит, что фразеологизм не является словосочетанием ни по форме, ни по содержанию, поскольку между компонентами внутри фразеологической единицы отсутствуют лексические и грамматические связи. По мнению В.Н. Телия, фразеологизмы возникают «на основе такого образного представления действительности, которое отображает обиходно-эмпирический, исторический или духовный опыт языкового коллектива, который, безусловно, связан с его культурными традициями, а субъект речевой деятельности – это всегда субъект национальной культуры» [7, с. 214]. По мнению А.В. Кунина, «фразеологические единицы – это устойчивые сочетания лексем с полностью или частично переосмысленным значением» [8, с. 89].

На современном этапе развития преподавания иностранных языков коммуникативный подход к обучению иностранным языкам становится прочной основой учебного процесса. Сегодня такое обучение становится более сбалансированным. Такой баланс заметен при должном внимании и к коммуникативному, и к когнитивному, и к культурному аспектам иноязычного обучения. Однако, говоря об особенностях современного иноязычного обучения, И.Л. Бим подчеркивает, что часто все же «имеет место неоправданное противопоставление коммуникативного и когнитивного подходов: последний оказывается включенным в первый и подчиненным ему», в то время как в рамках коммуникативного иноязычного обучения весьма важно, «чтобыу обучающихся одновременно формировалась система языка в сознании» [1, с. 10-11].

Значимость баланса между коммуникативным и когнитивным аспектами иноязычного обучения отмечают также А.Н. Шамов иА.В. Щепилова. Так, А.Н. Шамов справедливо указывает на важность развития как коммуникативных, так и когнитивных способностей студентов на занятиях по иностранному языку, поскольку, по его мнению, коммуникативное обучение как таковое не всегда в должной мере учитывает особенности ментальной деятельности обучающихся [10, с. 18-19]. В свою очередь, по словам А.В. Щепиловой, коммуникативно-когнитивный подход к обучению иностранным языкам в современных условиях становится «ведущим подходом»,поскольку, будучи личностно-ориентированной концепцией обучения, он «постулирует необходимость равного внимания к формированию у обучаемых адекватного представления о системе изучаемого языка и способности к речевым действиям, умениям в речевой сфере» [11, с. 129-130]. Таким образом,современное иноязычное обучение включает в себя широкий спектр факторов и необходимых условий для формирования у обучающихся коммуникативной компетенции, а баланс между коммуникативной и когнитивной сторонами образовательного процесса становиться весьма значимым на пути освоения студентами иностранного языка.

Классифицируя фразеологические единицы, академик В.В. Виноградов выделял:

- фразеологические сращения;
- фразеологические единства;
- фразеологические сочетания.

Группа фразеологических сращений включает в себя неделимые и неразложимые словосочетания, значение которых не зависит от значений их компонентов и в известной степени носит условный и произвольныйхарактер. Кроме того, среди их параметров В.В. Виноградов отмечает немотивированность и непроизводность, а также справедливо указывает на то, что «чисто внешний, формальный, хотя бы и лексикографический,подход к фразеологическим сращениям не достигает цели» [2, с. 147]. Примерами фразеологических сращений могут выступатьтакие английские выражения, как *cry wolf – to ask for help when you do not need it*; *kick the bucket – to die* [14, p. 524]. В свою очередь, фразеологические единства уже не обладают семантической монолитностью, характерной для предыдущей группы. Здесь присутствуют определенные признаки семантической раздельности компонентов, равно как и некоторая мотивировка общего значения, проистекающая из значений отдельных их элементов (например, *beat about the bush – talk aboutlots of unimportant things because you want to avoid talking about what is really important* [14,p. 76]). Фразеологические же сочетания образуются реализацией несвободных значений слов и не являются безусловными семантическими единствами, будучи зачастую кон- текстуально обусловленными. В данном слу- чае можно говорить об известном уровне семантического равноправия составляющих их элементов. Лексическое значение каждого из компонентов легко определимо, а компоненты таких сочетаний в ряде случаев могут быть заменены синонимами [2, с. 159], к примеру, *give it a try, give it a whirl, give it a shot*. Вместе с тем, говоря о классификации фразеологизмов В.В. Виноградова, несмотря на ее достоинства, следует отметить, что, будучи разработанной в рамках традиционной лингвистики, она в большей мере носит описательный характер и не учитывает связь фразеологических единиц с особенностью ментальной деятельности человека.

В свою очередь, современный исследователь В. Павлович, опираясь на теорию когнитивной грамматики Дж.Р. Тейлора, предлагает иную классификацию фразеологических единиц. В ней он разграничивает между идиомами в узком и широком смысле (idioms in the narrower and broader sense). По мнению исследователя, идиомы в узком смысле включают в себя выражения, значение которых не может быть выведено из значений компонентов их составляющих и которые ограничены коллокационно (например, *to put one's foot in one's mouth – to say or do something your should not have* [14, p. 761]). Иными словами, здесь мы имеем дело с тем, что в классификации В.В. Виноградова называется фразеологическими сращениями. Идиомы же в широком смысле включают в себя две подгруппы, формулы (formulas) и предварительно сформированные выражения(pre-formed language). Формулы бывают связаны с:

- повторяющимися речевыми ситуациями (*How are you? – Not bad*);
- функцией структурирования дискурса (*Last but not the least*);
- передачей оценки говорящего, егоотношением к ситуации (*Isn't that a fact?*).

В свою очередь, предварительно сформированные выражения включают в себя:

- части текстов либо целые тексты(стихи, считалочки, тексты песен);
- пословицы, поговорки и афоризмы (*All that glitters is not gold*);
- броские фразы и клише (*It ain't overtill the fat lady sings*) [16, p. 82].

Приведенная классификация подтверждает, с одной стороны, широкий спектр применения фразеологических единиц вструктуре англоязычного дискурса, а с другой – культурную их обусловленность. Более того, вышеупомянутая когнитивная грамматика позволяет нам проследить механизмы формирования смыслов широкого спектра фразеологизмов и, как следствие, лучше понять особенности мыслительных процессов человека, находящих свое выражение в подобной форме. Так, именно в рамках когнитивной лингвистики было предложено обоснование связи идиоматических выражений в языке с механизмом концептуальной метафоры, лежащей в их основе [4]. Например, выражения вида *she blew up at me*, *she just exploded*, *it was just adding fuel to the fire* являются наглядной демонстрацией выше- сказанного, имея в своей основе одну и ту жеконцептуальную метафору «Ярость-это огонь» [12; 13]. Как отмечает У. Тайлер,эта и схожие концептуальные метафоры, такие как «Ярость- это горячая жидкость в контейнере» (например, *he wasboiling with anger, he was all steamed up, she erupted*), «Разъяренные люди- это животные» (например, *he unleashed his anger, don't snap at me, don'tbite my head off*) лежат в основе формирования многих идиоматических выражений и, как следствие, могут с успехом применяться как один из способов систематизации подобных фразеологизмов [13, p. 70].

Ряд экспериментальных исследований, проведенных Ф. Боерсом, доказал эффективность подобной группировки и объясненийсвязи идиоматических выражений с соответствующими им концептуальными метафорами [12]. Исследователь скомпоновал идиоматические выражения в кластеры сообразно релевантным концептуальным метафорам и подготовил ряд заданий, позволяющих ученикам сперва соотнести идиоматические выражения с концептуальными метафорами, а позже отработать полученные знания на практике. По итогам исследования экспериментальные группы продемонстрировали лучшие результаты по сравнению с контрольными. Среди достоинств подобной подачи материала Ф. Боерс отмечает лучшую запоминаемость и последующее воспроизведение материала, ориентированность на визуальную составляющую в дополнение к вербальной, что позволяет прочнее закрепить знания в памяти, а также системный характерподачи языковых примеров. Исследовательотмечает, что организация идиом сообразно тематическим категориям, основанным на соответствующих концептуальных метафорах, которыми оперирует сознание носителей языка, дает возможность естественней структурировать вокабуляр, а также создать фундамент для упорядочивания соответствующих лексических единиц, что в свою очередь позволяет оптимизировать обучение лексической стороне языка [12, p. 563].

Объяснив таким образом механизм формирования идиоматических выражений с помощью принципов когнитивной лингвистики, учителю не следует забывать и о различных способах визуализации результатов подобной категоризации идиом. Это могут быть схемы, диаграммы, концепт-карты, создаваемые обучающимися при работе в группах или совместно с учителем. Можно предложить школьникам параллельно с письменной фиксацией идиоматических выражений также зарисовывать их. В случае идиоматических выражений подобные рисунки зачастую имеют шутливый, гротескный характер, что позволяет разрядить обстановку в классе и поддерживать настрой на творческую работу в команде. При этом увеличивается значимость именно групповой работы, поскольку при адекватном распределении ролей в группе повышается как общая эффективность ее функционирования, так и обеспечивается вовлеченность всех ее участников в процесс учения.

Каждый день перед учителем стоит вопрос, какой бы выбрать материал для урока, чтобы сделать процесс изучения иностранного языка интересным, легким, познавательным и тем самым, повысить мотивацию учащихся. Один из успешных способов решения данной проблемы – это использование на уроке фразеологизмов. Их можно вводить в учебный процесс на разных ступенях обучения. Лексико-грамматическая насыщенность фразеологизмов позволяет не только акцентировать внимание на определённом грамматическом аспекте, но и использовать устойчивые словосочетания для обогащения лексического запаса. Ввиду того, что одну и ту же поговорку или пословицу можно интерпретировать по-разному, учащиеся учатся выражать свои собственные мысли и чувства, а необходимость поисковых средств эквивалентного перевода выражений на родной язык развивает переводческие навыки и умения. Таким образом, фразеология представляет собой не только культурно-информативный источник, но и содержат богатейший лингвистический материал, позволяющий на его основе изучать различные аспекты фонетики, лексики и грамматики иностранного языка.

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UDC 37

Danilina K.A., Kovaleva T.A. The problem of stimulation of cognitive interest in modern world

Проблема стимулирования познавательного интереса в современном мире

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Abstract. *The main issue of modern school is to form and further stimulate the cognitive interest of students. The article discusses approaches to the concept of "interest" in Russian and foreign psychological and pedagogical literature and provides the main reasons for the reduction of cognitive interest.*
Keywords: *cognitive interest, motivation, learning process, transactive memory, clip thinking.*
Аннотация. *Основная задача современной школы состоит в формировании и последующей стимуляции познавательного интереса учащихся. В статье рассмотрены подходы к понятию «интерес» в отечественной и зарубежной психолого-педагогической литературе и приведены основные причины снижения познавательного интереса.*
Ключевые слова: *познавательный интерес, мотивация, познание, трансактивная память, клиповое мышление.*

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Проблема стимулирования познавательного интереса стоит довольно остро в условиях современного образования. Практикующие учителя отмечают снижение мотивации к изучению учебных предметов у учеников поколения Z. Чтобы понять причины данного явления, обратимся к определению понятия «познавательный интерес» и истории его изучения.

Самое простое и интуитивно понятное определение, это то, что познавательный интерес представляет собой одно из важнейших качеств личности, выражающееся в мотивации к обучению. В учебной деятельности у учащихся проявляется стремление к активному исследованию и решению познавательной задачи, что стимулирует развитие логики, мышления и интуиции.

В первые о необходимости познавательного интереса учащихся в процессе обучения писал великий чешский педагог, Ян Амос Коменский, в своём труде «Великая дидактика». По его мнению, ученик будет желать учиться, не боясь напряжения и усилий, если обучение будет «сокращенным, приятным и основательным», а способы обучения будут доставлять «больше досуга, радостей и прочного успеха» [6].

Швейцарский философ Ж.-Ж. Руссо в своем труде «Эмиль, или О воспитании» писал: «Непосредственный интерес – вот великий двигатель, единственный, ведущий верно и далеко». Он утверждал, что у ребенка необходимо развивать пытливость ума, любознательность и самостоятельность в обучении, а сделать это можно, стимулируя его познавательную деятельность, формируя его умения и навыки [6]. Французский философ К. А. Гельвеций определял интерес как мотив деятельности, ставящий в свою основу чувственный аспект [1].

Проблема интереса также нашла свое отражение и в трудах швейцарского педагога И. Г. Песталоцци. Он подчеркивал, что главной задачей школы является развитие «ума, сердца и рук» детей, опираясь при этом на стойкий познавательный интерес [7]. В работах немецкого педагога и психолога И. Ф. Гербарта уже сам интерес выступает в качестве цели обучения и определяется как «активность, участие, внимание» [2].

Основоположник отечественной педагогики К. Д. Ушинский определял учение как серьезный труд, который необходимо облегчить интересом. Для достижения учебных задач преподавателю следует сделать процесс обучения привлекательным, сохранив при этом характер серьезного труда, который требует сосредоточенности и усилий. Однако, по мнению К. Д. Ушинского, интерес является не только средством, но и важнейшим стимулом нравственного воспитания. Именно стремление к познанию нравственности поддерживает в человеке чувство собственного достоинства [11]. Педагог отмечал, что ребенок должен быть любопытным, ведь именно это побуждает его к вопросам, создает ориентировку в окружающем мире и фокусирует его познавательную деятельность. Любопытство перерастает в любознательность, которую формируют обучение и воспитание. Чтобы простимулировать познавательный интерес ученика нужно осуществлять постоянный переход от уже изученного знания к совершенно новому [13].

Анализируя труды отечественных педагогов и психологов, можно найти различные определения понятию «интерес». Так, Н. Ф. Добрынин понимает его как избирательную направленность внимания человека [4]. Согласно С. Л. Рубинштейну, это реализация умственной и эмоциональной активности [8].

Центральное место в работах Г. И. Щукиной занимала проблема познавательного интереса учащихся. Педагог рассматривала данное понятие как глубоко личностное образование, которое нельзя свести к отдельным свойствам и проявлениям [14]. Она подчеркивала двойственность сущности познавательного интереса, которая обращена как к содержанию данной предметной области с её специфическими чертами, так и к самому процессу получения знаний, к использованию уже приобретенных, к овладению новыми и к их совершенствованию, то есть к процессу познавательной деятельности [12].

В психолого-педагогической литературе описываются 3 основных мотива, побуждающих учеников к обучению:

1) Интерес к предмету – ученик хочет изучать предмет и наслаждается самим образовательным процессом. Интерес перерастает в увлечение учебными занятиями, которые доставляют удовольствие ученику, вызывают у него положительные эмоции, а их отсутствие рассматривается как лишение.

2) Сознательность выражается в необходимости изучения предмета для ученика. В данном случае, обучающийся заставляет себя учиться даже, если у него нет интереса к нему.

3) Принуждение, которое проявляется, когда ребенка заставляют учиться родители и учителя. Данный мотив зачастую сопровождается страхом наказания или, наоборот, желанием получить награду, похвалу. Стоит отметить, что принуждение в большинстве случаев не ведет к положительным результатам [10].

Психологами также отмечается, что для лучшего запоминания учебного материала, он должен быть эмоционально насыщенным. По мнению С. Л. Рубинштейна, учителю необходимо соблюсти оптимальную комбинацию между эмоционально стимулированной и рационально обоснованной установкой на запоминание учебного материала. Он подчеркивал, что эта комбинация должна быть определенной для каждого отдельного возраста и для каждой ступени образования. Для выполнения этого фактора необходимо насыщать учащихся объективно значимым материалом изнутри, а не вызывать различными средствами извне [9]. Ради достижения этих целей, на уроках важно создавать проблемные ситуации, которые спровоцируют эмоциональный отклик обучающихся: любопытство и удивление, сомнение и уверенность.

Однако интерес к предмету формируется не только из-за содержания учебной дисциплины, но и благодаря субъективному восприятию школьников важности приобретаемых знаний. Ключевой фактор мотивации к познанию учебного материала заключается в личности учителя, степени его мастерства и умении интересно преподавать предмет. Задачей же учителя в этом случае является объяснение учащимся роли данных знаний в их жизни и, следовательно, стимулирование их познавательного интереса.

Причинами снижения познавательного интереса в современной школе, на наш взгляд, также являются психические особенности современных обучающихся.

Интернет для поколения Z, то есть тех, кто рано и интенсивно начинает им пользоваться, выступает новым культурным орудием, опосредующим формирование у них высших психических процессов, адекватное развитие которых — основа успешной жизнедеятельности ребенка, в том числе и обучения.

Исследования доказывают, что у цифрового поколения больше развита кратковременная память, чем долговременная. Это объясняется тем, что современному ребенку нет смысла хранить информацию в своей голове, ведь он в любой момент может ее «загуглить». Интернет становится частью системы трансактивной памяти. Психологи определяют трансактивную память как форму памяти, возникающую при длительных отношениях в группах или, например, в парах, когда люди начинают в определенных случаях полагаться на память другого [15]. Интернет способствует её развитию, так как сам является мощным внешним хранилищем различной информации. Ученые отмечают, что, помимо того, что у интернет-пользователя снижается ответственность за собственные внутренние знания (внутреннюю память), он смешивает информацию, найденную онлайн, со «знаниями из собственной головы», следовательно, возникает иллюзия, которая заключается в том, что человек считает, что доступ к информации — это его собственное знание этой информации. Можно сделать вывод, что у современного ученика формируется в голове закономерный вопрос: «Зачем мне трудиться и пытаться решить учебную задачу самому, если я с легкостью могу найти ответ в Интернете?».

Также мышление поколения Z отличается своей клиповостью. Философ и культорг Ф. И. Гиренок утверждал, что в современном мире клиповое мышление превосходит понятийное. Он же первым использовал понятие «клиповое мышление» (с англ. «clip» – вырезка, отрывок, нарезка) в российской науке, подразумевая под данным термином особенность человека воспринимать мир с помощью «короткого, яркого посыла, воплощенного в форме видеоклипа» [3]. Можно предположить, что развитие этого навыка происходит за счет других, но в некоторых случаях способность быстро воспринимать и обрабатывать информацию может стать техническим требованием, в чем и состоит сила цифрового поколения из-за возросшей способности к многозадачности в этот культурный период [5]. Цифровому поколению сложно удерживать внимание на долгое время, но его представители с легкостью могут делать несколько дел одновременно. С этим связано то, что современные дети под конец урока уже не слушают учителя; что они выполняют домашнее задание и одновременно рисуют, смотрят видео или слушают музыку.

Для решения данных проблем на уроках необходимо использовать современные образовательные технологии, например, метод проектов, предполагающий самостоятельный поиск, изучение и представление информации, а также использование информационно-коммуникационных технологий, таких как игровые презентации и веб-ресурсы.

Таким образом, анализ проблемы познавательного интереса в отечественной и зарубежной психолого-педагогической литературе показал, что он играет первостепенную роль в становлении личности и характеризуется любознательностью и потребностью познания. Стимулирование познавательного интереса активизирует познавательную деятельность обучающихся, содействует длительности её протекания и продуктивности её результатов.

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Kovaleva T.A., Kudinova O.E. Developing discussion skills of high school students

Развитие навыков дискуссии обучающихся старшей школы

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Аннотация. *В статье рассматривается проблема применения метода дискуссии на уроках английского языка старшей школы. Анализируются преимущества и недостатки данного метода. Рассмотриваются виды дискусии, применяемые на уроках английского языка.*

Ключевые слова: *дискуссия, формирование навыков говорения, дебаты, обучение английскому языку, диспут*

Abstract. *The article deals with the problem of using the discussion method in high school ESL classroom. The advantages and disadvantages of this method are analyzed. The types of discussion used in English lessons are considered.*

Keywords: *discussion, development of speaking skills, debates, teaching English, dispute*

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Modern educational prosses requires enlargement in types of activities. The main aim of teaching English at school is to form students' communicative skills, to teach them to speak freely, correctly. In high school teachers need to teach students to express their opinion openly and defend their points of view. Educational discussion is a perfect tool for developing teenagers' speaking skills.

'Discussion is a dispute, controversy, a clash of viewpoints, attitudes, approaches.'» [1, p. 142] The use of discussion in ESL classroom allows students to be active on the lesson, it forms their communicative skills and teaches about the culture of communication.

The main idea of discussion is to identify the existing variety of participants' points of view on any problem and, if necessary, to make a comprehensive analysis of each of them. A group discussion allows group members to see the analyzing problem from different sides. This method boosts students' confidence.

It is possible to single out several ways of organizing a discussion on English lessons. The most significant ones are:

1) Debates are discussion-disputes. The aim of debate is to teach students to defend their point of view in a reasoned and calm manner and try to convince opponents using the available information on the problem. The moderator offers the participants to choose from two or more possible points of view on the problem (for instance, living in urban areas and living in rural areas). Students choose which point of view they will defend and unite in micro groups (one group proves that living in urban areas is better and the other team proves than living in rural areas is better). The rules of discussion, the duration of discussion in groups and the rules of the group's speeches in debates are determined (each group has the right to give 3 speeches). Each group of students needs to brainstorm ideas, to make up arguments, think of questions they can be asked and organize the speech. The moderator allows the group representatives to give arguments in turn. At the end of the debate, a joint analysis of the results of the discussion is carried out.

2) Round Table is a type of discussion, which purpose is to unite the group, develop empathy, create a warm friendly atmosphere in the team, exchange and information [2, p. 45]. The main feature of this type of discussion is that participants are placed around a round table. The optimal number of participants is 6-12 people, since a smaller number makes the atmosphere more tense, and a larger number can lead to the lack of involvement of all participants. Let us present an example. The theme of discussion “Gadgets: pros and cons”. All participants should sit together around a round table. The following questions could be offered: “How gadgets can help us in everyday life?”, “Are gadgets helpful or they are just a waste of time?”, “What are some drawbacks of using gadgets?” and so on. During the round table session, students can share their experiences, memories and opinions. This type of discussion does not have strict rules and regulations.

3) Brainstorming is a way of collective thinking, getting an enormous number of ideas in a short time period. During brainstorming, all ideas, even crazy and ridiculous ones should be written down, everything that comes to the participants' mind, there are no regulations, disputes and criticism. For example, brainstorming on ‘Living and Spending’; the question is ‘How can I shorten the amount of money I spend a month?’: buy less, stop wasting money, stop buying useless things, move around the town on foot and etc. Students express all their ideas within the framework of the given question, and the presenter writes it all down on the blackboard. Then, all suggestions should be discussed and the most effective ways be found.

To gain success in discussion, its proper organization is necessary, since methodically competent organization of the discussion has a significant impact on its further development and successful completion. Discussion is a complex method. It consists of several steps [3, p.39]:

A pre-discussion activity where students, either in groups or individually, write down related questions, some of which you, the teacher, can feed.

A discussion initiated by answering such questions, and if possible, drawing on students' own personal experiences.

The logical or illogical extension of ideas brought up by the discussion.

A round-up of conclusions involving cross-group questioning followed by whole class feedback.

A written summary for consolidation. Method of discussion has its benefits and drawbacks. Let us start with advantages.

First of all, this method motivates school students to speak. If the theme of discussion is interesting and significant for them, students will be more willing to speak. In addition, this fact will help them to overcome the language barrier easily.

Secondly, discussion will help them to build the statements logically. Instead of chaotical switching from one topic to other, repeating some pieces of information and making hesitation pauses, students will be engaged in effective discussion, expressing their thoughts and opinions according to the set of rules, that will make their speech logical and clear. They will also gradually learn to complicate statements and include various linking words in speech, which allows them to speak more freely and more naturally.

Thirdly, students will be able to speak comprehensibly and clearly for other students to be able to understand them.

Furthermore, discussion allows to develop not only communication skills but also students' creativity and critical thinking skill that are crucial in modern times.

In addition, it can help them to overcome the fear of speaking in public. Many people do not feel comfortable when they have to speak in public. Discussion tasks can help to get used to this kind of speech.

The last but not the least, such tasks can help students to develop their listening skills which are very important for communicating with other people. Speaking is not a one-sided process.

However, there are some difficulties that can occur in conducting and organizing a discussion:

During a discussion students may feel uncomfortable, they can be afraid of making mistakes or feel embarrassed to speak English. The main teacher's purpose is to create phycological comfort in the classroom, not interrupt students while they are speaking, it would be better to advance personal remarks after the lesson.

"I have nothing to say" problem. Sometimes students can have difficulties with forming and expressing their thoughts or they are not able to concentrate on the topic of discussion. The teacher should provide relevant themes for discussion and help students asking leading questions.

The use of native language. Of course, it is easier to express thoughts using the native language and, in addition, students can face the lack of sufficient vocabulary. It would be a good idea to introduce some useful words before the discussion.

Unequal level of student participation. Some students speak well enough and take the main role in the group; for others it takes a long time to be heard. Therefore, working in large groups creates certain obstacles and makes it difficult to develop the speaking skills. The teacher should try to engage as many students and she or he can.

All in all, discussion is an opportunity to speak reasonably fluently, but not worrying about making mistakes, become so lost in the topic that you forget you are speaking in English, increase confidence, get to know the others in the group better. Students must feel that they have learned something. It is a good idea to monitor and write down mistakes for analysis at the end of the lesson or in the next lesson. The method of discussion is a very effective way of developing high school students' communicative skills in ESL classroom.

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Kovaleva T.A., Ustinova N.D. Intercultural component in the training of future teachers of a foreign language

Межкультурный компонент в обучении будущих учителей иностранного языка

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Abstract. *The article is aimed at defining the content of training in the formation of intercultural competence in the framework of the training of future specialists (teachers) of an educational organization using special components. The learning elements used in the article can be applied in the process of developing an elective methodological set of exercises for 3–4-year bachelors in English classes.*

Keywords: *intercultural competence, intercultural component, multicultural world, tolerance, future teacher.*

Аннотация. *Статья направлена на то, чтобы обозначить содержание обучения по формированию межкультурной компетенции в рамках подготовки будущих специалистов (учителей) образовательной организации с использованием специальных компонентов. Используемые в статье элементы обучения могут быть применены в процессе разработки элективного методического комплекса упражнений бакалавров 3-4 курса на занятиях английского языка.*

Ключевые слова: *межкультурная компетенция, межкультурный компонент, поликультурный мир, толерантность, будущий учитель.*

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Современное общество и условия обучения требуют от учителя иностранного языка владения рядом компетенций, которые указывают на профессионализм специалиста в конкретных видах деятельности, их правильную и успешную реализацию. Зачастую, требования к квалификации и профессионализму учителя выходят за рамки ранее установленных стандартов и требуют, чтобы педагоги обладали более широким спектром знаний, умений и навыков, которые выражаются в компетентности педагога.

Учитель иностранного языка является для учеников проводником в мир знаний о новом, иностранном языке, ввиду чего у учителя должна быть сформирована межкультурная компетенция, как важная часть всей компетенции учителя. Роль межкультурной компетенции заключается в том, что она позволяет правильно передавать иноязычные знания, а также ученикам не только знания в рамках учебного предмета, но и метапредметные [3].

Ввиду сказанного становится ясным, что наличие межкультурной компетенции является необходимым требованием к обучению будущего специалиста иностранного языка, которую они должны сформировать и развить в процессе своего обучения в высших учебных педагогических заведениях. В состав и структуру межкультурной компетенции будут включены:

– высокие духовные потребности человека, выражаемые через желание изучать культуру;

– толерантность в рассуждениях, которая позволяет относиться ко всем существующим в мире культурам одинаково и с уважением;

– разрешение культурных конфликтов;

– выявление культурных сходств и различных между представителями разных культурных групп;

– открытость, любопытство , эмпатия, принятие культуры [1];

– владение культурной речью, в которую могут включаться особые фразеологические обороты, строки поэзии изучаемой культуры, поговорки и т.д.;

– обеспокоенность проблемами развития культуры [3].

В том случае, если будущие педагоги обладают указанными показателями, то у них качественно и в полном объеме сформирована межкультурная компетенция.

Любой иностранный язык, например английский, обладает собственными и уникальными языковыми конструкциями, которые несут в себе определенную ценность для изучения и формирования межкультурной компетенции. Материалы Совета Европы указывают на то, что в процессе формирования межкультурной компетенции будущих педагогов должны учитываться и использоваться следующие межкультурные компоненты:

1. Маркеры социальных отношений. Данный компонент указывает на то, как принято осуществлять межличностное общение на изучаемом языке, так как в каждой стране присутствуют свои уникальные формы общения и обращения. В состав данного компонента могут быть включены: формы приветствия/прощания, формы обращения (dear, darling, Sir, Madam, Mr., Miss, Ms., и т.д.) и формы восклицания («My God!», «Dear, dear!», «Bloody Hell» и др.).

2. Этикетно-узуальные формы речи. В структуру данного межкультурного компонента могут быть включены фразы и выражения, которые характеризуют этикет изучаемого языка.

3. Выражения народной мудрости. Позволяют изучить такие межкультурные компоненты языка, как пословицы, поговорки, идиомы, оценочные высказывания, а также фразеологические обороты. Использование этого компонента в процессе формирования межкультурной компетенции можно обосновать тем, что язык является зеркалом культуры, народа, ценностей и традиций. Непосредственное изучение фразеологизмов, идиом, пословиц

позволит понять характер народа изучаемого языка.

4. Диалекты и акценты. Рассматриваемый межкультурный компонент в обучении будущих учителей должен присутствовать для того, чтобы изучать диалектические особенности языка, как сленговые выражения, а также рациональное употребление тех или иных лексических единиц и оборотов в процессе межличностного общения в соответствии со всеми нормами и правилами изучаемого языка [4].

Отечественный исследователь и педагог Г.Д. Томахин считает, что необходимо принимать во внимание следующие лексические единицы, которые имеют наиболее выраженный межкультурный подтекст:

1) названия реалий, т.е. явлений, которые характерны для конкретной культуры и не имеют аналогов в других культурах. К этому может относиться следующее: антропонимы (имена людей), национальные реалии (одежда, праздники, еда, валюта), топонимы (географические понятия), лексемы, связанные с культурой;

2) коннотативная лексика, которая может совпадать по значению, но является отличной в каждой культуре;

3) фоновая лексика, т.е. такие явления, которые имеют аналоги в сопоставимой культуре, но обладающие некоторыми отличительными особенностями в каждой культуре. Характерным примером являются пословицы и фразеологизмы. Поучительный смысл может быть единым, а вот представление и графическое оформление – совершенно разными [5].

Представим некоторые примеры з компонентов формирования межкультурной компетенции будущих учителей. Как уже ранее было сказано, выражения народной мудрости позволяют понимать культуру и менталитет людей в стране изучаемого языка. Например, пословицы и поговорки англичан позволяют отлично отобразить их менталитет:

– дисциплинированность и консерватизм. Главными жизненными принципами англичан являются строгость, дисциплина, независимость и консерватизм. Указанные черты характера сильно отличают британцев от любой другой нации в мире. Ввиду сказанного, отражением этих черт могут быть следующие пословицы и поговорки: *«A sound mind in a sound body», «An early riser is sure to be in luck» , «An hour in the morning is worth two in the evening», «Hasty climbers have sudden falls» и др.*;

– обычаи и традиции. Британцы стабильны и крайне уважительно относятся к своим традициям. Характерным примером приверженности к ним может быть чайная традиция. Ряд фразеологизмов может отсылаться именно к этому: *«Cup of tea», «an old cup of tea», «an unpleasant cup of tea», «to be one's cup of tea», «A storm in a teacup», «Close, but no cigar» и др.;*

– отношение к деньгам. Британцы крайне трепетно относятся к созданию и ведению своего бизнеса и личного капитала в целом. Они предпочитают много работать и получать соответствующую зарплату. Сказанное наглядно отображается в ряде фразеологизмов и пословиц: *«A bargain is a bargain», «A light purse is a heavy curse», «A penny saved is a penny* *gained», « Debt is the worst poverty», «No bees, no honey», «Penny and penny laid up will be many» и др.*

Помимо рассмотренных черт характера можно принять во внимание такие, как: гордость и высокомерие, ценность дома и любви, ценность времени, сдержанность в словах и эмоциях.

Сленговые выражения также являются межкультурным компонентом языка и знание его позволит общаться с носителями английского языка. Так, например, сленг может встречаться как в письменной, так и в устной речи. В таблице 1 укажем несколько примеров английского сленга.

Таблица 1

Сленговые слова и выражения в письменной и устной речи

Письменная речь		Устная речь	
C	See	Cuppa	Чашка чая
4	For	Chippy	место, где продают fish&chips
w8	Wait	Dear	Дорого (о стоимости)
H8	Hate	Minger	урод, мерзость
b4	Before	Row	Ссора
FOC	Free of charge	Skint	быть на мели
KK	Okay, okay	Splash out	потратить много денег
BRB	Be right back	Bob's your uncle!	Вуаля!
RUSOS?	Are you in trouble?	Go bananas	Сойти с ума, очень волноваться, переживать
N	No	Bent as a nine-bob note	Нечестный, коррупционный
KIT	Keep in touch	Wonky	Неустойчивый, шатающийся, изменчивый
HRU	How are you	Ship	Отношения между вымышленными героями (сериала, книги и т.д.)
CT	Can't talk	Earworm	Песня, «застрявшая» в голове
UOK?	Are you okay?	Stroppy	Бука, злюка
H	Hug	Faff	Тянуть резину, откладывать дела на потом
PPL	People	Peanuts	Очень низкая цена или зарплата

Таким образом, в статье были рассмотрены межкультурные компоненты в формировании межкультурной компетенции будущего учителя иностранного языка. Для достижения этой цели могут быть использованы такие компоненты, как: маркеры социальных отношений, этикетно-узуальные формы речи, выражения народной мудрости, диалекты и акценты, а также названия реалий, коннотативная и фоновая лексика. В качестве примеров были рассмотрены такие компоненты, как: сленг (диалекты) и пословицы/поговорки, фразеологизмы. Используя весь комплекс межкультурных компонентов, представляется возможным составить ряд упражнений с ними, который позволит повысить уровень межкультурной компетенции.

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UDC 740

Zak A. Conditions for the formation of planning among first-graders

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Abstract. *The conditions for the formation of planning among first-graders are studied. At 30 weekly extracurricular activities, the children of the experimental group solved search tasks of non-academic content "for movement". The final diagnostics on the material of the author's methodology "Postman" showed that the solution of search problems significantly contributes to the development of the thinking action of planning among first-graders.*
Keywords: *first graders, types of planning, search tasks, extracurricular activities.*
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1.Introduction

The main task of primary school is to ensure the development of the child's personality at a higher level than in preschool childhood. At present, the sources of the full development of the child in the primary grades of the school are two activities.

Firstly, any child develops as he masters the past experience of mankind and familiarizes himself with modern culture. At the heart of this process is educational activity, which is aimed at mastering the child with the knowledge and skills necessary for life in society.

Secondly, any child in the process of development independently realizes his abilities, thanks to creative activity, which, unlike educational, is not aimed at mastering already known knowledge, but contributes to the formation of the child's initiative, the implementation of his own ideas aimed at creating something new.

In carrying out these activities, children are faced with a variety of tasks. So, in educational activity, educational and training tasks are solved in order to master some skill, to master this or that rule. In creative activity, search tasks are solved and with a different goal – to develop the child's abilities. Therefore, if in the process of learning activity the formation of the ability to learn takes place, then within the framework of creative activity, the ability to seek and find new solutions is formed.

If we talk about the current state of elementary school, it should be noted that little attention is paid to the solution of search problems. In lessons in two main academic disciplines - language and mathematics - almost all the time children solve educational and training, typical tasks. Their purpose is to ensure that the search activity of children with each subsequent task of the same type gradually curtails and, ultimately, disappears completely, since a skill is formed in solving problems of a certain type.

In this case, the child does not look for a way to solve a problem of this type (since the method has already been mastered), but applies it. If children, when solving each following problem of a certain type, again develop the search for a solution, this means that they have poorly mastered the knowledge that formed the basis of the approach to solving problems of this type.

Thus, children get used to solving problems that always have a solution and, as a rule, only one. This leads to the fact that they are lost in situations where the problem has no solution or, conversely, has many solutions. Faced constantly with problems whose solution is based on an already learned rule, it is difficult for them to act on their own in order to find some new way.

In addition, the constant solution of typical tasks impoverishes the personality of the child. Gradually, children get used to assessing their capabilities only through the successful or unsuccessful decision of those, the solution of which depends on the degree of assimilation of certain knowledge. Most often, this leads to the fact that high self-esteem in a child does not depend on the manifestation of his own ingenuity, but only on diligence and diligence in mastering the rules and knowledge.

Success in learning has a significant, and sometimes decisive, impact on the relationship of children in the classroom, which is greatly facilitated by the teacher's assessments. Children often tend to respect those who do well in school rather than those who are smart. This is especially noticeable when smart children study unevenly and without interest, as they are bored at school.

However, it cannot be said that there are no search tasks at all in the modern elementary school. Indeed, in mathematics and language textbooks there are so-called non-standard tasks, the solution of which requires intellectual initiative and reflection from children. But, firstly, the solution of such problems is not available to all children, but only to the most intelligent ones, and, secondly, the solution of these problems is optional.

The meaning of our approach is to organize regular classes in the primary grades, in which any children - with different intellectual backgrounds: weak and strong - could solve non-standard, search tasks that are not related to the educational material. The last requirement is very important, since in this case a child who has not mastered some educational material and therefore solves typical tasks poorly, could feel the taste of success and gain confidence in his abilities, since the solution of non-educational tasks is based not on school knowledge, but on search activity and ingenuity of the child.

When selecting the content of the program " Intellectics" [7, 8], we proceeded from the fact that it should be aimed at educating children in a culture of thinking, which, in general, is characterized by the ability to independently manage mental activity, to show initiative in setting its goals and finding ways to achieve them last when solving problems. The noted opportunity implies a good development of the following fundamental mental actions: to make an accurate analysis of the content of tasks; perform various combinations of search actions; carry out distant planning of possible steps to implement the solution method; conduct reasonable reasoning about the connection of the result obtained with the initial conditions.

In accordance with the indicated mental actions, the developing resource of the program " Intellectics " includes four main components, four types of tasks: "to compare" (to improve the action of analysis), "to transform" (to improve the action of combination), "to move" (to improvement of the action of planning), “for derivation” (to improve the action of reasoning).

1.1. Action characteristic planning

The purpose of this study was to determine the nature of the influence on the development of the action of planning among first-graders of such a component of the developing resource of the " Intellectics " program as tasks "to movement" (in the form of labyrinth tasks "with rules"). At the same time, it is important to note that as part of the differentiation of the developmental resource, which we studied in the 2008 study, a number of changes were made to the content of these tasks and the form of their presentation to children, which will be discussed below. Thus, this study is a continuation of the work on studying the nature of the influence of developmental activities (within the framework of the " Intellectics " program) on the development of the action of planning in first graders.

When characterizing the mental action of planning in developmental psychology as a manifestation of the ability to act "in the mind" (see, for example, V.V. Davydov [1], Ya.A. Ponomarev [10, 11, 12]), it is usually indicated that it is the ability of children to operate with substitutes for specific material objects (images, diagrams, symbols) and perform actions with them not in an external, objectified form, but in an internal, subjective one, as well as with the ability to develop different options for a program for performing upcoming actions.

In preschool childhood, the child, thanks to the development of different types of games, from role-playing games to games with rules, gradually moves from performing external, real actions with real objects, first to internal, mental actions with visual support for real objects and their drawings, and then to mental actions with images of objects and speech symbols denoting them without visual support. Thus, with age in children, external actions with real objects are joined by internal actions with their substitutes.

It should be noted that the mental action of planning as an action of programming a child of his activity is an important condition for his self-control when performing a task, when building an image of a goal and keeping it. At the same time, this action, as connected with the operation of images and designations of objects, is a necessary condition for mastering a new rule for solving problems and using it in solving them, for orienting in the conditions of problems and considering different options for the sequence of actions, for organizing the solution.

On the whole, therefore, the mental action of planning, as its brief review shows, being associated with the child's programming of his activity, is a necessary condition for successful learning at school, where the child, on the one hand, needs to anticipate the results of his behavior and possible communications with others, and on the other hand, on the other hand, it is necessary to predict the consequences of their educational and practical actions.

Based on the above-mentioned important role of the mental action of planning in educational activities and based on the need to increase the level of its formation among first graders in order to ensure the conditions for the success of their education in subsequent grades of primary school, a study was undertaken related to conducting 30 weekly extracurricular activities.

The purpose of the study was to in order to characterize the connection between children's solving search tasks of a non-educational nature in the course of regular developmental classes with the formation of their thinking action of planning.

At the same time, it was necessary to find out whether the solution of tasks “to movement” is a condition for the formation of the named action in children. It should be noted that in this study, the “movement” tasks were used in the form of labyrinth tasks “with rules”, associated with the use, firstly, of not one, but different types of playing fields, and secondly, not one, but different logical modality formulations in tasks, thirdly, not one, but different types of problem situations.

In accordance with this plan, at the first stage of the study, an initial diagnosis of the formation of the mental action of planning in children was carried out; at the second stage, 30 developmental sessions were held with children;

1.2. Features of planning diagnostics

When choosing a method for diagnosing planning, we proceeded from the fact that an internal action plan formed at a high level allows the child, as shown in a number of studies (see, for example, [12]), to more easily orientate in the conditions of the task , highlighting data relations in them and designating such relations with various signs and symbols. All this provides the ability to correctly program the solution of the problem, representing and holding in the internal plan the possible intermediate results of the proposed actions when correlating them with the final goal and with each other, comparing and evaluating their different options.

In the study of Ya.A. Ponomarev [12], two levels of development of the internal action plan were distinguished, since planning, as a mental action associated with the construction of a program of steps to achieve the desired result, is carried out in different ways.

At the first level, a person outlines and performs each step within a certain sequence separately, plans his solution only in parts, in separate links that are not connected by him into a single system (in this way, a person solves a problem through trial and error, alternating elements of planning with implementation individual steps of the solution). This is formal, partial planning, which is characteristic of a non-generalized, empirical approach to solving problems.

At the second level, the entire sequence of steps is planned by a person immediately, before the first step is completed, i.e. he plans his decision as a whole, comparing different options for executing whole sequences of links, or steps, and choosing acceptable ways to achieve the goal. In this case, the subsequent links of the action are planned simultaneously with the previous ones, and the previous ones are planned taking into account possible options for the implementation of the subsequent ones. This is a meaningful, holistic planning, characteristic of a generalized, theoretical approach to solving problems.

In accordance with these ideas, a general scheme of a two-part experimental situation was developed, designed to determine the characteristics of planning. In the first part of this situation (according to Ya.A. Ponomarev, [12]), the subject is asked to master some simple action. In the second part, it is required to solve several problems to build a sequence of these actions.

In our studies [2, 3, 4, 5, 6, 9] it was found that the selection of problems in the second part of this situation must meet the following requirements.

First, the sequence of executive actions should gradually increase from the first task to the last. Secondly, there should be at least two tasks with the same number of executive actions.

Thirdly, and most importantly, tasks should not have a general principle of solution so that each time one had to mentally experiment, developing an ever-increasing sequence of actions anew. In accordance with these requirements, the Postman method [9] was developed.

2. Materials and methods

When constructing the content of regular classes for the development of the action of planning among first-graders, as part of the differentiation of the developing resource of the "Intellectics" program, in particular, such a component as tasks "to movement", presented in the form of labyrinth tasks "with rules".

First, playing fields were used not only with images, but also without images - in this case, the children oriented themselves in the space of the playing field based on the notation of its cells using letters and numbers. Secondly, problem situations related to the evaluation and verification of the proposed solution were offered to children on the basis of not individual, but all types of "transport" tasks. Thirdly, in the formulation of the tasks, not only affirmative, but also negative judgments were used.

Along with the implementation of the noted areas of differentiation of the discussed component of the developing resource of the "Intellectics" program, regular classes were organized in such a way that each lesson was conducted on the material of new types of search tasks of non-educational content: "to movement", such as "Steps", "Jumps" or "Steps, jumps."

2.1. The program of developing classes

In accordance with the noted principle of organizing classes, their program looked like this:

Lesson 1. Game "Steps - 1, - a playing field with images in cells, problem situations related to finding a solution, affirmative judgments in a task" are used.

Lesson 2. Game "Steps - 1, - a playing field without images in cells, problem situations of finding a solution, affirmative judgments in a task."

Lesson 3. Game "Steps - 1, - a playing field with images in cells, problem situations related to the evaluation and verification of the proposed solution, affirmative judgments in the task."

Lesson 4. Game "Steps - 1, - a playing field without images in cells, problem situations for evaluating and verifying the proposed solution, affirmative judgments in the task."

Lesson 5. The game "Jumping - 1, - a playing field with images in cells, problem situations of finding solutions, affirmative judgments in the task."

Lesson 6. The game "Jumping - 1, - a playing field without images in the cells, problem situations of finding solutions, affirmative judgments in the task."

Lesson 7. The game "Jumping - 1, - a playing field with images in cells, problem situations for evaluating and verifying the proposed solution, affirmative judgments in the task."

Lesson 8. The game "Jumping - 1, - a playing field without images in cells, problem situations for evaluating and verifying the proposed solution, affirmative judgments in the task."

Lesson 9. Game "Steps, jumps - 1, - a playing field with images in cells, problem situations of finding a solution, affirmative judgments in a task."

Lesson 10. Game "Steps, jumps - 1, - playing field without images in cells, problem situations of finding solutions, affirmative judgments in the task."

Lesson 11. Game "Steps, jumps - 1, - a playing field with images in cells, problem situations for evaluating and verifying the proposed solution, affirmative judgments in the task."

Lesson 12. Game "Steps, jumps - 1, - a playing field without images in cells, problem situations for evaluating and verifying the proposed solution, affirmative judgments in the task."

Lesson 13 Game "Steps - 2, - a playing field without images in cells, problem situations of finding a solution, affirmative judgments in a task."

Lesson 14. Game "Steps - 2, - a playing field without images in cells, problem situations of evaluation and verification of the proposed solution, affirmative judgments in the task."

Lesson 15. Game "Steps - 2, - a playing field without images in cells, problem situations of evaluation and verification of the proposed solution, negative judgments in the task."

Lesson 16 Game "Jumps - 2, - playing field without images in cells, problem situations of finding solutions, affirmative judgments in the task."

Lesson 17. The game "Jumping - 2, - a playing field without images in cells, problem situations for evaluating and verifying the proposed solution, affirmative judgments in the task."

Lesson 18. The game "Jumping - 2, - a playing field without images in cells, problem situations for evaluating and verifying the proposed solution, negative judgments in the task."

Lesson 19 Game "Steps, jumps - 2, - playing field without images in cells, problem situations of finding solutions, affirmative judgments in the task."

Lesson 20. The game "Steps, jumps - 2, - a playing field without images in the cells, problem situations for evaluating and verifying the proposed solution, affirmative judgments in the task."

Lesson 21. Game "Steps, jumps - 2, - a playing field without images in cells, problem situations for evaluating and testing the proposed solution, negative judgments in the task."

Lesson 22 Game "Steps - 3, - playing field without images in cells, problem situations of finding solutions, affirmative judgments in the task."

Lesson 23. Game "Steps - 3, - a playing field without images in cells, problem situations for evaluating and verifying the proposed solution, affirmative judgments in the task."

Lesson 24. Game "Steps - 3, - playing field without images in cells, problem situations of evaluation and verification of the proposed solution, negative judgments in the task."

Lesson 25 Game "Jumps - 3, - a playing field without images in cells, problem situations of finding solutions, affirmative judgments in the task."

Lesson 26. The game "Jumping - 3, - a playing field without images in cells, problem situations for evaluating and verifying the proposed solution, affirmative judgments in the task."

Lesson 27. Game "Jumping - 3, - a playing field without images in cells, problem situations for evaluating and verifying the proposed solution, negative judgments in the task."

Lesson 28 Game "Steps, jumps - 3, - playing field without images in cells, problem situations of finding solutions, affirmative judgments in the task."

Lesson 29. Game "Steps, jumps - 3, - a playing field without images in cells, problem situations for evaluating and verifying the proposed solution, affirmative judgments in the task."

Lesson 30. Game "Steps, jumps - 3, - a playing field without images in cells, problem situations for evaluating and verifying the proposed solution, negative judgments in the task."

The general meaning of "movement" problems in the form of labyrinth problems "with rules" is to find the route of movement of an imaginary character on the playing field based on certain rules. Such a search underlies the various types of “movement” problems we have developed – “Steps” (duck movements), “Jumps” (hare movements) and “Steps, jumps” (cat movements).

As can be seen from the presented program of classes, children are invited to solve problems "to movement" using different types of playing fields, different logical modalities in the formulation of tasks and various kinds of problem situations.

Such an approach in constructing the content of classes contributes to the formation of holistic planning (as an action based on mental experimentation to develop all parts of solving a problem before it is completed), since a special organization of solving problems by children is used: they are forced to carry out both the search for an unknown solution and the assessment and verification of the proposed solution by operating with images of objects.

3. Results

At the final stage of the study, the results of the initial (before classes) and final (after classes) diagnostics of the mental action of planning were compared on the material of the author's methodology "Postman" [9] in first-graders of the control (54 people) and experimental (52 people) groups.

Table

Number of children with partial and holistic planning before and after classes (in %).

Groups students	Diagnostic period			
	Before class		After class	
	Types of planning			
	Partial	Holistic	Partial	Holistic
Experimental	96,2	3,8	62,0*	38,0*
Control	96,3	3,7	79,7*	20,3*

Note: * $p<0.05$.

Analysis of the data presented in the above table allows to note the following.

First, the number of children who have developed holistic planning has become, – compared with the results of the initial diagnosis (see table), – more in both groups of subjects.

Secondly, the number of children who have developed holistic planning in the experimental group increased by a significantly greater amount than in the control group. Thus, in the experimental group, the number of children with holistic planning increased by 34.2%, respectively, and in the control group – by 16.6%.

Thirdly, the number of children who have developed holistic planning in the experimental group is almost twice the number of the same children in the control group, respectively, 38.0% and 20.3% - statistical processing of data using Student's T-test showed that the difference between these results is close to significant ($p < 0.05$).

Fourthly, the results of this study indicate that the changes in the tasks "to movement" carried out as part of the differentiation of the developing resource of the "Intelligence" program contribute to the development of the planning action among first-graders.

4.Conclusion

The data obtained in this study allow us to draw the following conclusions.

Firstly, the first year of schooling is an essential condition for the formation in children of such a mental neoplasm as holistic planning: before school, such planning was practically absent in children, and after studying in the first grade, it was already in a number of children, in particular, fifth of the students.

Secondly, teaching first-graders according to standard curricula in combination with the regular solution of search tasks of a non-educational nature (in particular, the "movement" tasks developed in this study as part of the differentiation of the developing resource of the "Intellectics" program) contributes to the formation of a holistic planning in a much greater degrees than teaching children only the standard curriculum.

This indicates that children of primary school age (in particular, first-graders) while studying in a regular primary school have significant opportunities for the formation of a higher level of mental development.

In general, the results obtained indicate that the content of the tasks that children perform in developmental classes is a condition for the formation of their holistic planning.

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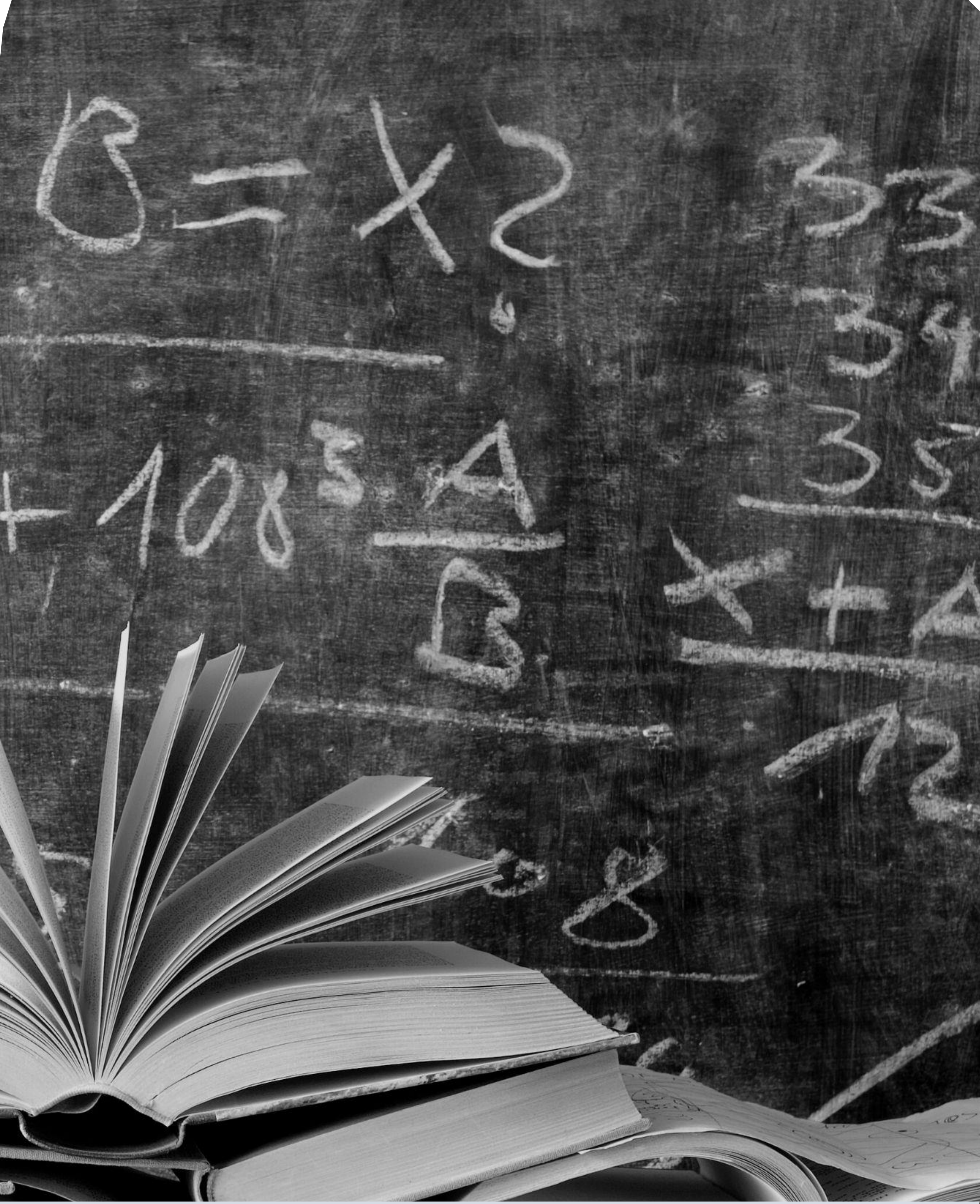

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