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## **ECONOMICS**

### **ASSESSMENT OF THE STATE OF DEBT SECURITY IN UKRAINE**

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**Annotation.** *The article analyzes the state of debt security in Ukraine and the main trends in dynamics. The main indices of debt security for 2012-2019 are identified and calculated, their values are analyzed and, using the limit values of these ratios, the current state of debt security of the state is assessed. The integrated debt load index is calculated and it is indicated that its value is at a dangerous level during the analyzed period. A list of priority steps that need to be taken to improve the situation in Ukraine is proposed.*

**Keywords:** *government debt, limit values, debt security, debt load, Integrated Debt Security Index.*

The current state of the country's financial system shows that the growth of government debt slows down the socio-economic development of the state, and excessive borrowing and inefficient use of funds raised leads to recognition of the country as a risky borrower. This, in turn, reduces the country's access to low-cost loans, which are necessary to finance the economy, cover the budget deficit, and so on. Along with this, it is necessary to pay attention to the significant impact of government debt on the economic security of the country, that is, on the ability of the country and its financial system to withstand and reduce the debt load, while maintaining financial and economic independence, preventing the growth of crisis processes. For Ukraine, the problem of ensuring debt sustainability is one of the most crucial in present-day conditions, so the study and assessment of the main indicators of the country's debt security is very relevant.

**Study status.** Theoretical and methodological aspects of the impact of government debt on the economy have been studied by well-known foreign scientists, in particular, A.Smit, D. Ricardo, J. M. Keynes, M. Friedman, I. Fisher, A. Melzer, A. Lerner, D. Biukenen, A. Wanger, E. Domar, S. Brue, K. McConnel, K. Stein and others. Among the domestic economists who were interested in the issues of debt security it is worth mentioning O. Vlasiuka, I. Zhalila, T. Zheliuk, O. Baranovskyi, T. Bohdana, N. Kravchuk, M. Kubai, I. Pletsia, V. Koziuk and others.

**Presentation of the main research material.** Debt security is a component of financial security, and that in turn – economic security, which is defined as an integral characteristic of the economic system strength. The concept of debt security should

be defined generally and properly. Generally, debt security should be understood as a certain level of internal and foreign debt, taking into account the cost of servicing and the efficiency of using domestic and foreign borrowing and the optimal ratio between them, sufficient to meet urgent socio-economic needs, which does not threaten the loss of sovereignty and destruction of the domestic financial system [1]. Properly, debt security is defined as the optimal ratio between domestic and foreign debts, taking into account the total amount of government debt and the cost of servicing [2].

In our opinion, the interpretation of the essence of the government debt security can be formed in the context of such components as: an element of economic security; an acceptable level (safe level) of government debt; the ability to ensure the security of the debt management system, in particular the effective use of raised financial resources and the optimal ratio between the components of government debt. So, Debt Security is an element of economic security of the state, which determines the critically permissible level of government debt, taking into account its effective use and the optimal ratio between its components and other economic indicators, which allows you to maintain the financial system strength, state sovereignty, protect national interests, while maintaining the proper level of solvency and credit rating of the state in the world space.

To assess the impact of government debt on the country's economy, it is necessary to determine the main indices of debt security, analyze their changes in dynamics, and determine the main directions for strengthening debt security.

In Ukraine, the calculation of debt security indices is carried out using methodological recommendations for calculating the level of economic security of Ukraine [3]. In particular 5 indicators and their limit values are defined:

- the ratio of government and government-guaranteed debt to GDP, %;
- the ratio of gross foreign debt to GDP, %;
- weighted average return of Domestic government bonds in the primary market, %;
- EMBI (Emerging Markets Bond Index) + country, BP;
- the ratio of official international reserves to gross foreign debt, % [3].

To determine the level of debt security, it is necessary to have criteria by which we will analyze the calculated indicators. The maximum levels of these indicators evidence a permissible level of government debt, and exceeding these values by debt security indices means risks of loss of financial sovereignty and the emergence of a debt crisis. That is why many countries around the world determine the amount of funds raised, taking into account the restrictions that are laid down to assess the level of debt security. In Ukraine, the definition of thresholds is laid down in the methodological recommendations for calculating the level of economic security of Ukraine. For each indicator, the range of critical values is divided into five intervals: optimal, satisfactory, unsatisfactory, dangerous and critical [3].

Let's analyze the level of debt security of Ukraine for the period 2012-2020, in particular during the economic crisis of 2014-2015 (Table 1).

Table 1

**Dynamics of the state of debt security in Ukraine**

Indicator	2012	2013	2014	2015	2016	2017	2018	2019	2020
The ratio of government and government-guaranteed debt to GDP, %;	36.59	40.15	70.25	79.42	80.97	71.80	60.94	50.28	60.85
The ratio of gross foreign debt to GDP, %;	76.84	77.51	95.83	131.03	121.71	103.94	87.68	79.16	82.65
Weighted average return of Domestic government bonds in the primary market, %;	12.94	13.13	13.98	13.07	9.16	10.47	17.79	16.93	10.2
EMBI (Emerging Markets Bond Index) + country, BP;	765.2	680.9	2226	2375	860	574	571	723	–
The ratio of official international reserves to gross foreign debt, %	18.17	14.37	5.96	11.20	13.69	16.13	18.15	20.78	23.18

*Calculated by the author on the basis of: [3-9].*

The indicator of the ratio of the volume of government and government-guaranteed debt to GDP during 2012-2013 had a stable Dynamics, did not exceed the critical value and was within a satisfactory state. Since 2014, this indicator has increased its absolute value, thereby exceeding the rate and reaching a peak value of 80.97% in 2016, which is more than 20% exceeds the critical value. This increase, compared to 2012, by 100.38% is explained by changes in the total amount of government and government-guaranteed debt. The reason for this was the war in the East, the financial crisis faced by Ukraine, the reduction of the country's gold and foreign currency reserves for the consolidation of the monetary unit. In 2019, this indicator reached a dangerous level (50.28%), which could indicate overcoming the debt crisis, but in 2020 the indicator increased by 10.57%, thereby crossing the critical mark. The dynamics of accelerated growth of government debt in relation to GDP indicates the unstable economic situation in the country, an increase in demand for borrowing, and the destructive, rather than stimulating, impact of the funds raised on the country's economy (Fig.1).

Analyzing such a component of Ukraine's debt security as the ratio of gross foreign debt to GDP, we observe that during 2012-2020, this indicator is beyond the critical value. The indicator experienced the worst value in 2015 and amounted to 131.03%, which is 1.9 times higher than the critical mark. This situation is caused by the government's policy of increasing foreign government debt by receiving macro-financial assistance from international financial institutions to overcome the financial crisis. It should be noted that since 2016, the indicator has been declining, but by the end of 2020 it did not approach its critical value. In 2020, compared to 2019 and 2012, the indicator value

increased by 4.4% and 7.6%, respectively, and exceeds the critical rate by 12.65%. Taking into account that the ratio of gross foreign debt to GDP is a disincentive, its increase negatively affects both the country's debt security and financial security (Fig. 2). The dynamics of accelerated growth of gross foreign debt in relation to GDP indicates that the country has experienced an increase in foreign borrowing and a decrease in GDP.

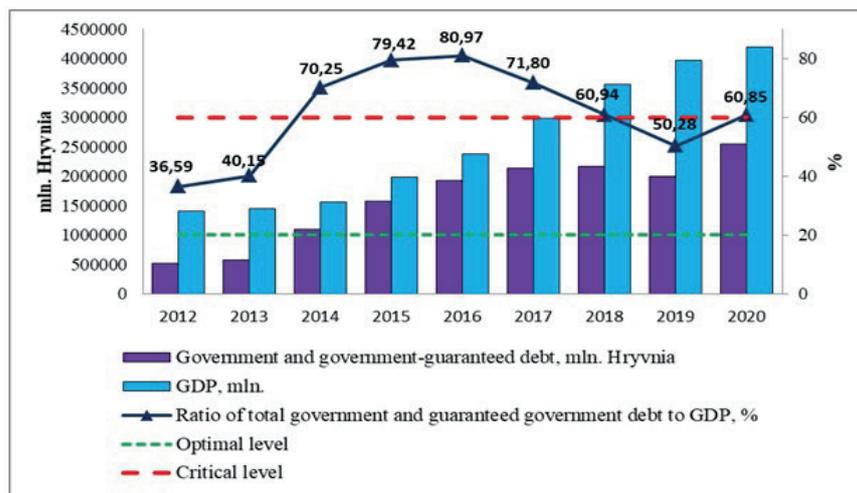


Fig. 1. The ratio dynamics of government and government-guaranteed debt to GDP [4, 5]



Fig. 2. The ratio dynamics of gross foreign debt to GDP [4, 6]

Domestic government bonds are debt securities that are sold by the government to primary dealers and their customers on the primary market to finance the needs of the

state budget. The weighted average revenue of domestic government bonds in the primary market exceeds its optimal value since 2012, which is evidence of the accumulation of problems with Ukraine's debt security. During 2012-2015, we can observe a negative trend of this indicator. In 2016-2017, the indicator value fluctuates within 9-11%, not exceeding the rate, but balancing on the verge. In 2018-2019, there was again an increase and excess of the rate by more than 1.5 times. The situation has slightly stabilized in 2020, the average revenue on domestic government bonds is 10.2. The dynamics of growth and exceeding the critical rate of revenue on domestic government bonds leads to a significant strain on the budget due to the creation of a larger debt load in the form of debt servicing costs for domestic government bonds. It should be noted that an increase in the rate of return on government loans also has a positive side, because in this way it will help win quite large funds from investors.

EMBI index (Emerging Markets Bond Index) - emerging market bond index. This indicator is calculated by the bank JP Morgan as a weighted average among foreign currency bonds of emerging markets, to the revenue position of US Treasury bonds for the entire market and separately for bonds of each country [10]. The higher of the indicator value, the worse the situation in the country's economy. For Ukraine, this indicator had a somewhat undulating dynamics. So, during 2012-2013, this indicator was at a dangerous level and did not reach a critical value, but in 2014 and 2015, the indicator value is 2226 bps and 2375 bps, respectively, which exceeds the critical value by more than 2.2 times. The high value of the indicator evidences the risks of default for Ukraine, this situation is due to the difficult economic, political and military situation in the country. As a result of the conclusion of the agreement with the creditors' committee in 2016, the indicator value was able to stabilize to some extent.

The ratio of the volume of official international reserves to the volume of gross foreign debt characterizes how the state will be able to finance gross foreign debt at the expense of gold and foreign currency reserves. In 2012-2018, the indicator is below the critical level of Debt Security (20%). The indicator experienced the lowest value in 2014 and amounted to 5.96%. It was in 2014 that the size of international gold and foreign currency reserves decreased to a critical 7,533.33 million US dollars, and compared to 2012, the total amount of reserves decreased by 70%. One of the reasons for this situation is the devaluation of the hryvnia, which is a consequence of the political crisis, armed conflict on the Maidan and the war in Eastern Ukraine. In the future, the situation was stabilized through cooperation with the International Monetary Fund by obtaining international tranches and replenishing gold and foreign currency reserves, and in 2019 and 2020 the indicator crossed the critical threshold approaching its value to 20.78% and 23.18% respectively (Fig. 3).

As we can see, as of the end of 2019, three of the five indicators of debt security, namely the ratio of government and government-guaranteed debt to GDP, the EMBI+ index, and the ratio of official international reserves to gross foreign debt, are at a critical level, while two are outside the limits. This is evidence of a real threat to the state's debt security. For a deeper and more generalized analysis of the state of debt security, an

integral index of the debt load can be calculated.

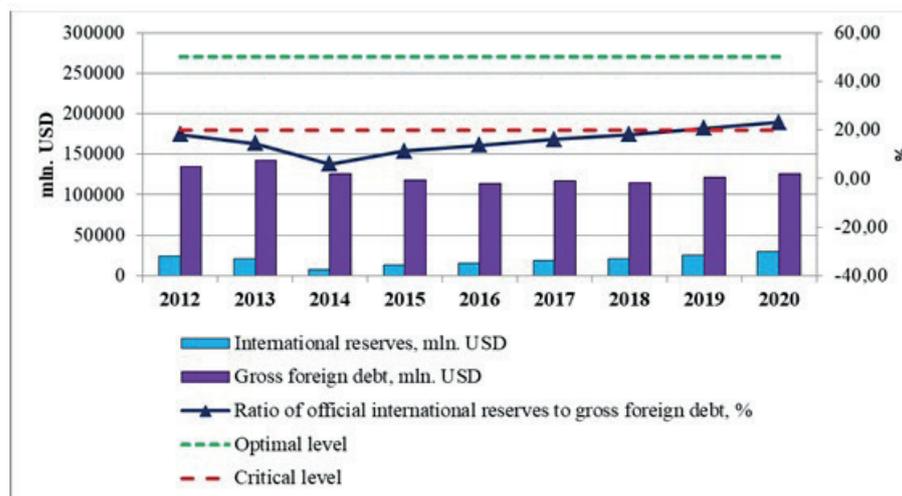


Fig. 3. The ratio dynamics of official international reserves to gross foreign debt [6, 9]

The Integrated Index of Debt Security will be calculated using the formula:

$$I_t = \sum_{i=1}^n a_i * \tilde{z}_i,$$

where  $I_t$  - Integrated Debt Security Index;

$a_i$ - weighting numbers of debt security indices that determine the degree of impact  $i$ - th indicator for the integrated index;

$$a_i \geq 0, \sum_{i=1}^n a_i = 1,$$

$\tilde{z}_i$  - rated values of Debt Security Indices.

Based on the initial data of Debt Security indices, using methodological recommendations for calculating the level of economic security of Ukraine [3], the composite index of the debt load of Ukraine for 2012-2020 was calculated. The results are shown in Table 2 and Fig. 4.

As we can see in Fig. 4, the downtrend in the calculated Integrated Debt Security Index for the period 2012-2015 by 0.193 p. was replaced by an increase in the indicator by 0.135 p. for 2015-2019. According to the methodological recommendations for calculating the level of economic security of Ukraine [3], critical, dangerous, unsatisfactory, satisfactory, and optimal levels are distinguished depending on the range of data that the Integrated Debt Security Index falls into. Dynamics of the Integrated Debt Security Index of Ukraine (Fig. 4) indicates that during 2012-2013 and 2016-2019, the composite index was in a dangerous state, and in 2014-2015 – in a critical state. As

you can see, the overall picture of debt dependence has improved somewhat, so we can assume that there are prospects for overcoming the debt crisis [11].

Table 2

**Composite Debt Security Index of Ukraine, 2012-2019**

Years	Rated values of Debt Security Indices.					Integrated Debt Security Index
	The ratio of the government and government-guaranteed debt to GDP, %	Ratio of gross foreign debt to GDP, %	Weighted average return of domestic government bonds on the primary market, %	EMBI (Emerging Markets Bond Index) + country, BP;	Ratio of the official international reserves to the gross foreign debt, %	
2012	0.668203	0.182204	0.170015	0.356533	0.181736	<b>0.317553</b>
2013	0.597056	0.180628	0.167555	0.4191	0.143693	<b>0.304718</b>
2014	0.170828	0.146093	0.157368	0.089847	0.059643	<b>0.126442</b>
2015	0.151086	0.106849	0.168324	0.084211	0.11202	<b>0.124809</b>
2016	0.148196	0.115028	0.384	0.293333	0.136889	<b>0.207568</b>
2017	0.167136	0.134687	0.253	0.526	0.161338	<b>0.238321</b>
2018	0.196919	0.159676	0.123665	0.529	0.181505	<b>0.231255</b>
2019	0.394468	0.176848	0.129947	0.384667	0.209799	<b>0.259517</b>
Weight numbers	<b>0.2195</b>	<b>0.2214</b>	<b>0.183</b>	<b>0.1778</b>	<b>0.1983</b>	

Calculated by the author on the basis of: [3].

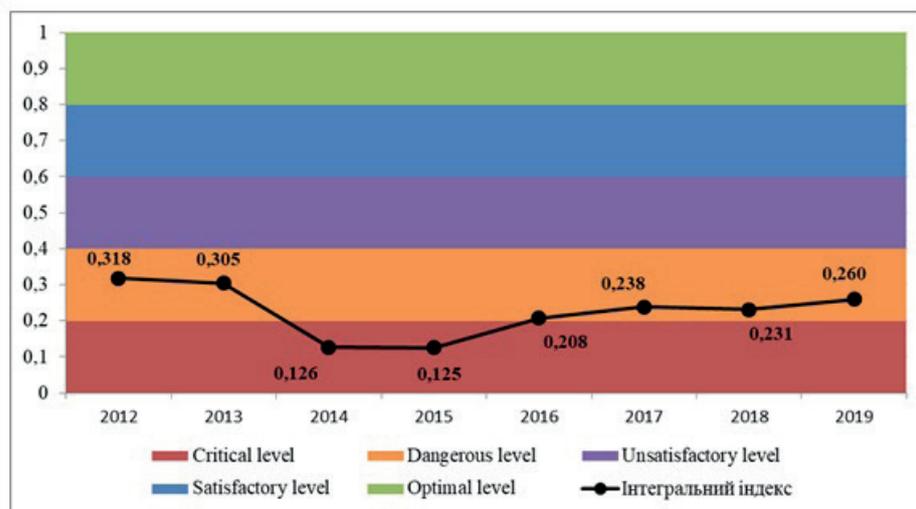


Fig. 4. Integrated Debt Security Index of Ukraine

**Conclusions.** Summing up the above, we can say that the increase in the level of government debt during 2012-2020 was caused by such factors as: covering the budget deficit with government borrowing; the need for funds in order for powerful institutions to be able to perform their own functions; a significant share of loans is in foreign currency; financial and economic crisis; the need to increase government investment in the development of the economy; the gap in the country's balance of payments; the formation of international foreign currency reserves of the National Bank of Ukraine, etc.

Analysis of the state of government debt and assessment of the level of debt security allows us to state the fact that Ukraine is on the verge of a debt crisis, since the value of the composite index during the analyzed period was at a dangerous level and never reached a satisfactory level. In our opinion, the government needs to implement a more effective policy on the government debt management which can in turn strengthen financial stability and increase the value of the Integrated Debt Security index. Among the priority steps that need to be taken to improve the situation, we should highlight:

- increase the share of government debt in the national currency;
- win financial backing from foreign investors to invest in bonds denominated in the national currency;
- extend the average maturity and ensure a uniform payment profile for government debt;
- continue developing strong relationships with investors;
- further improve the government debt management policy;
- improve the methodology for assessing the level of debt security by introducing new components that would make it possible to comprehensively assess the risks of debt vulnerability [11, p. 398].

Thus, in order to ensure the financial security of the state in general and its debt component in particular, it is proposed:

1. Approve the financial security strategy of the state, which will determine the political and economic course of activities of monetary authorities, investment, financial and credit, banking institutions aimed at ensuring financial stability and economic growth.
2. Set the size of the state budget deficit at such a threshold level that it would not allow the government to exceed the plan indicators of raising debt funds and increase the size of the government debt of Ukraine without control. Publish information about the use of state and local budget funds.
3. Develop an effective government debt management policy of Ukraine, which provides for minimizing the risks of government and corporate borrowing by balancing the structure of government and corporate debts by currency types, interest rates and dry dates.
4. Introduce measures to improve the competitiveness of the National equity and insurance market, help improve the level of protection of the insurance services consumers interests and all participants in the securities market.

5. At the legislative level, the powers of the NBU and the government should be clearly distinguished on the issues of foreign exchange regulation and control. Implement a currency policy of balancing the real demand for foreign currency with its supply, maintaining the stability and liquidity of the national currency. Ensure effective government control over the implementation of currency transactions.

6. Domestic banks should pursue a more flexible interest rate policy in order to raise customer funds in the national currency, and the National Bank of Ukraine should promote the accumulation of foreign currency reserves.

7. Develop and implement an effective system of fiscal controlling that would be proactive and ensure the financial stability of the state.

Further research in the field of government borrowing management should be aimed at improving the system of indices for assessing debt security, while summarizing both the approaches developed by Ukraine and taking into account the international practice of applying European criteria.

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## THE INFLUENCE OF THE TRANSACTION COSTS ON THE ENTERPRISE'S ACTIVITY

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**Annotation.** *The article focuses on the theoretical base of transaction costs, the main ingredients of the subordination to law cost. It delivers two models: the analysis of ingredients of the subordination to law cost and the influence of the subordination to law cost upon the enterprise income.*

**Keywords.** *transaction costs, subordination to law cost.*

The existence of transaction costs is recognized by all academic economists, still there is no generally accepted answer to the fundamental questions of this economic category, namely: what transaction costs are, why they exist and what forms of existence they have, how to measure them, what impact they have on the efficiency of the companies.

The representatives of the two approaches, which are the neoclassical and property rights, are making attempts to answer the first question. There are different interpretations of the nature of transaction costs, thus none of them gives a clear statement of this category. Therefore, we suggest the following definition: transaction costs are the costs associated with the establishment, protection and exchange of property rights.

The absence of the generally accepted interpretation of the nature of the transaction costs has led to the emergence of various theories that explain the causes and forms of their existence. The most common of these are the transaction cost theory, public choice theory, theory of agreements, contract theory of the company and two-factor model of transaction costs. The authors of these theories focus on some extensive (in their view) forms of transaction costs and attempt to explain the reasons for their existence using these forms.

**Analysis of studies and publications.** Most frequently the following forms of transaction costs are examined in the economic theory: the costs of information search, the costs of negotiations and agreements, the costs of determining the quality of goods and services, the costs of specification and protection of property rights and the costs of the opportunistic behavior.

The most clear and reasonable classification of transaction costs are based on these forms. It is the classification by O. Williamson, in which transaction costs are divided into those that occur before and after the transaction, classification by S. Arkhiieriev that develops and complements O. Williamson's classification with due consideration for the economy of Ukraine and the classification by H. de Soto, where transaction costs are divided into subordination to law costs and costs of illegality to economy.

Classification by H. de Soto is the most appropriate to determine the impact of

transaction costs on the performance of individual enterprise and explain the choice of the institutional environment (either legal or illegal). The researchers (except S. Arkhiieriev) point out only negative transaction costs and do not calculate the value of these costs inherent in a particular company and the extent of their impact on the efficiency of its operation.

According to H. de Soto transaction costs comprise two components: subordination to law cost and cost of illegality to economy. It is possible to evaluate the impact of "transactional burden" on the efficiency of the enterprises by using subordination to law cost, which consists of the cost of access to the law and the continuation of acting in compliance with the law. The former include the cost of registration of the company (legal entity), obtaining a license, opening a bank account, acquiring legal address and other formalities. The latter costs are associated with the obligation to pay taxes, the observation of the law in the field of employment (working hours, minimum wages, social security), payment of the court costs of in conflict resolution within the legal court system. It is well known that many enterprises and companies, notwithstanding the often changing tax and legal pressure, shift to the illegal economy. This is because of the high transaction costs related to acting within the limits of the law.

However, the implementation of the contract in illegal sector is also associated with expenses, 'illegal cost'.

H. De Soto identifies the following elements of the subordination to law cost:

1. Costs associated with the avoidance of legal sanctions. They include fees for the services of tax and financial advisors, income lost as a result of 'double accounting'.

2. Cost related to the transfer of income. All economic actors without exception are subject to pay indirect taxes and inflation tax (first of all, it concerns the use of cash only) accompanying illegal exchanges. Though the transfers are one-sided, so that the illegal agents can not apply to the state seeking protection of the property rights.

3. Costs associated with the avoidance of taxes and charges on salaries. They reduce incentives for substitution of labor by capital and technical upgrading. Cheap labor "depraves" the company. In addition, gains from non-payment of VAT limit the scope of illegal activity only by extreme links of the production chain - retail sales and initial stages of processing raw materials.

4. Costs associated with the lack of legally fixed property rights. It is possible to transfer eligibility of the property right only to a limited number of people, among which there is not necessarily a buyer willing to pay the highest price. Moreover, this capital can not be used as a bail, be invested in, freely sold or sometimes even just passed by inheritance.

5. Costs associated with the inability to use the contract system. The illegal contracting procedure impedes the realization of long-term agreements, in which a large number of economic actors is involved. Since the belief that in any event the rights of investors are protected stands for a real incentive for investment in a long-term project.

6. Costs associated with two-sided nature of the illegal contract.

7. Cost associated with the access to the illegal procedures of the dispute resolution.

Legal judicial system has a number of substitutes like family and mafia conflict resolution mechanisms. The use of these alternatives is attributed to the cost of maintaining friendly relations with numerous relatives, countrymen and other 'fellow' people taking time and money to provide signs of attraction and services exchange. Request for the services of mafia performing the functions of the judicial and enforcement agencies is caused by the need to pay a particular tax. The decision of the economic agent on what institutional environment to choose for their business, either legal or illegal, is defined by the correlation of the subordination to law cost and cost of illegality to economy.

The purpose of the study is to identify the most important components of the subordination to law cost and assessing its impact on profitability of the enterprises.

**Presentation of the basic material.** The access to the subordination to law cost of Ukrainian enterprises has been defined with the help of statistical calculations and the experimental evaluation method. Our research shows that under tax compliance is the essential component of the subordination to law cost. This explains the low level of application of the law to ensure the daily functioning of the companies. Almost all the authors examine the impact of one or more taxes on the company's efficiency or its profitability. That is to say, it is reasonable to study the total effects of tax pressure on businesses, because in this case it is possible to explore the synergistic effect of joint influence of taxes.

To assess the impact of the subordination to law cost the methodological guidelines have been developed.

*At the first stage* the evaluation of the effectiveness of the company is conducted and subordination to law cost and its components are defined. The purpose of this stage is to gain the information volume to build econometric models and create statistical database for further analysis.

*The second stage* aims at estimating the significance of the constituents of the subordination to law cost. The purpose of this stage is to build econometric model of the subordination to law cost and determine its most essential components.

*At the third stage* the impact of the main components of the subordination to law cost to profitability of the businesses is assessed. The purpose of this stage is to build an econometric model to determine the impact of the subordination to law cost.

The methodological guidelines were approved for road sector enterprises. Analysis of the financial condition of these businesses was carried out in terms of their status, profitability, efficiency, solvency and business activity.

The effectiveness estimate has shown that during the study period, all companies were operating in an unsustainable manner.

An econometric model (1) has been built where the subordination to law cost is a dependent factor, while the independent factors include value added tax, income tax, social contributions and administrative costs.

$$TYAGAR = 1,015409277 ADM^{0,4326557487} * VAT^{0,4821704674} * SOC^{0,3058248766} * PROT^{0,02457605771}, \quad (1)$$

where TYAGAR stands for subordination to law cost, thous. UAH  
 PROT stands for the income tax, thous. UAH  
 SOC stands for social contributions, thous. UAH  
 VAT stands for the value added tax, thous. UAH  
 ADM stands for administrative costs (exclusive of costs which are not transactional), thous. UAH

C stands for the constant, which determines the degree of influence of factors not included into the model.

Evaluation of the model adequacy has been carried out by multiple determination coefficients  $R^2$  i  $\overline{R^2}$ , F-statistics and standard deviation. High value of coefficients  $R^2$  i  $\overline{R^2}$  ( $R^2 = 0,9994$ ,  $\overline{R^2} = 0,992$ ), F-statistics (5438,93) and low value of the standard deviation (0,23) confirm the adequacy of the model.

The statistical significance of the components included into the model, has also been confirmed by the tests (standard deviation of the regression coefficient, t-statistics P). This model (1) has made it possible to assess the impact of the component of subordination to law cost and clarify that:

- increase of the administrative costs by 1 % increases subordination to law cost by 0.43 %
- increase of the VAT by 15 % increases subordination to law cost by 0.48%
- increase of the social contributions by 1 % increases subordination to law cost by 0,31 %
- increase of the income tax by 1% increases subordination to law cost by 0,025 %

The cumulative impact of the factors on the subordination to law cost has been assessed. It has been stated that in case of decrease in the value added tax by 3% and income tax by 5% and a simultaneous increase in administrative costs by 1% and social contributions by 1%, the subordination to law cost rises by 0.8%. The results of the econometric analysis acknowledge that the administrative costs are the most important component of the subordination to law cost, as well as tax component, which includes a value added tax, income tax and other taxes and fees. Therefore, an econometric model has been built at the third stage, through which the influence of the most important constituents of the subordination to law cost on profitability of the enterprises has been investigated.

Model (2) is as follows:

$$NPROF = 3,64326 * TAXE^{-1,068571} * ADM^{-0,754974}, \quad (2)$$

where NPROF stands for the net profit, thous. UAH  
 TAXE stands for the tax component of subordinate to law cost, thous. UAH  
 ADM stands for administrative costs, thous. UAH

High coefficients (0,873648),  $\overline{R^2}$  (0,82344) and F-statistics (13,41714), and the low value of the standard deviation (0,31) prove the model adequacy.

Evaluation of the tests of the model parameters proves their statistical significance.

This model (2) has made it possible to conclude that the increase in tax component by a 1%, causes the net profit fall by 1.07%, whereas if the administrative costs increase by 1%, the net profit decreases respectively by 0.75%. Combined effect of the alteration in both factors with reduce the profit to 1.82%.

**Conclusions.** The developed models can be used by the management experts at various levels to assess the impact of changes in tax legislation and other regulatory measures on the profitability of the enterprises and businesses, as well as for forecasting their profits by changing the underlying tax rate and change of the administrative costs value.

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## ENTERPRISES OF UKRAINE'S ECONOMY PUBLIC SECTOR: KEY PRIORITIES OF FINANCIAL PLANNING

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**Annotation.** *The article researches the issues of financial planning at enterprises of Ukraine's economy public sector. The features of financial relations for enterprises of the economy's public sector are disclosed, which determine the features of financial planning. The goals of the state as a shareholder and their key differences from the goals of other shareholders are determined, as well as the mechanism of influence of goals of the state-shareholder on the process of financial planning. Emphasis is made on the principles of legal regulation of the process of financial planning of public sector enterprises. The priority directions of development of financial planning at the enterprises of the economy's public sector taking into account the strategy of Ukraine in the privatization field are justified.*

**Keywords:** *public sector, state property, public enterprise, privatization, corporate financial strategy, financial planning, financial plan.*

Problems of activity of public sector economy enterprises in Ukraine are acutely on the agenda since the first years of independence. On the one hand, the state does almost everything possible to conclude that it is unable to effectively manage the entities that belong to it. On the other hand, the past experience of privatization is mostly negatively assessed by society, so plans for a large-scale sale of shares in state-owned enterprises do not find unanimous approval by ordinary citizens. Accordingly, the state-owner and the state-regulator face numerous and complex problems, the solution of which will largely determine the further progress of Ukraine on the path of economic reforms.

One of the key issues that require realization of a number of measures is the level of financial activity and financial planning in public sector enterprises. Obviously, given the features of financial relations at the level of such entities, financial plan is an extremely important document from the standpoint of their strategic development. It reflects most of the indicators with the help of which the state makes certain managerial decisions. Accordingly, the improvement of financial planning will be an important step in terms of development of economy's public sector, will contribute to the achievement of strategic goals of the state, will create preconditions for effective privatization mechanisms in the future (in the conditions of existence of such plans for a particular entity).

**Analysis of recent research and publications.** The issues of activity of enterprises of economy's public sector, their financial strategy in general and financial planning - in particular, were considered in the works of many domestic scientists. In particular, in this context it is worth highlighting the scientific achievements of I. Andryushchenko, I. Boyarko, L. Brovko, O. Dlugopolsky, V. Zymovets, A. Maister, L. Malik, V. Marushchak, T. Staverska, B. Stetsenko, O Taranych and many others.

However, the current financial condition of public sector enterprises in the domestic economy convincingly shows that a significant number of problems have been accumulated in this area. In addition, the declarative intentions of the state concerning large-scale privatization determine the necessity to review methodological and pragmatic approaches to financial activity and financial planning of such entities. As a result, it actualizes further researches in this direction.

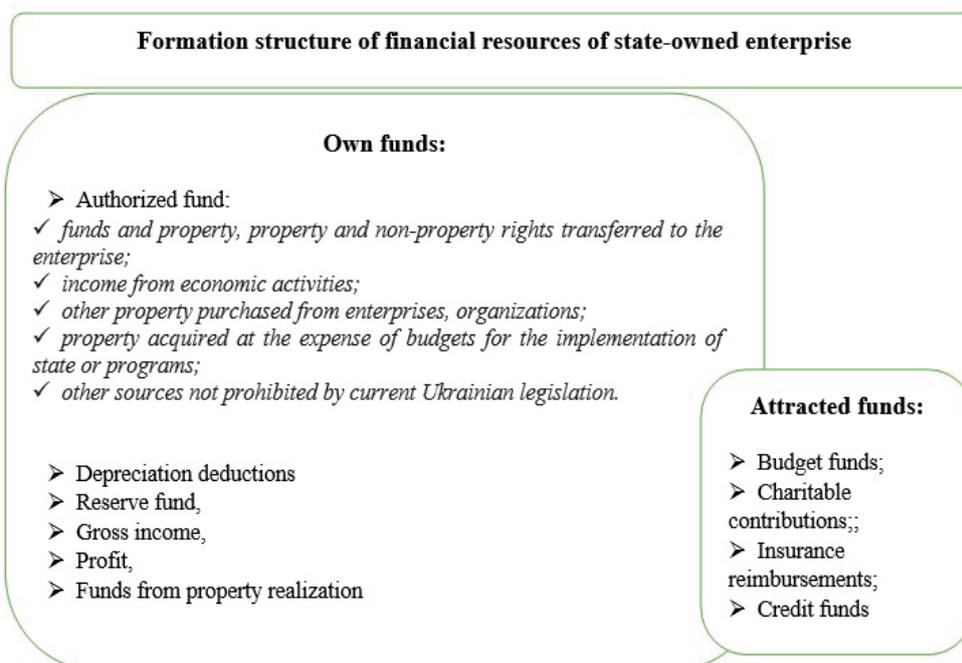
**Research results.** The modern economic system is represented by balanced mechanism in which the public and private sectors act together as a whole. In most countries with market economy, the private sector clearly dominates, but state-owned enterprises, which operate in strategic industries and perform social tasks that have not commercial interest to private enterprises, play an equally important role [1-2]. The vast majority of state-owned enterprises are formed to control particular industries or resources that have significant interest to the state, others are created to perform mandatory functions of the state. Also, state-owned enterprises are designed to produce socially significant goods and provide socially significant services that are designed to meet collective needs. Such goods and services cannot be identified in monetary form (because of this they cannot be provided by the market) and are difficult to withdraw from consumption. Social goods and services have zero marginal costs - in the case of increase of consumers' number, there is no increase in costs. These include national defense, public order, unified energy system, national communications system, public administration, general education, health care, basic sciences, and so on.

The existence of institution of state-owned enterprises in market economy is determined by both exclusive requirements of social development providing and alternative forms of capital use with the aim of effective influence on general economic processes in the country. In "transitive" Ukraine's economy state-owned enterprises for some time will occupy a significant, and in some sectors - dominant place. This determines the relevance of features' analysis of financial relations for such entities.

The practice of financial management of state-owned enterprises of Ukraine at present time is mainly focused on the fight against corruption and ensuring the efficient use of internal and external resources. State-owned entities finances are an important component of financial system of the state, but it is a relatively independent and special area of financial relations, which has its own specifics and functioning principles. Such specifics is that state-owned enterprises' finances directly serve the production process, where the creation and primary redistribution of gross domestic product is made. Depending on the principles and legal bases on which this division is based, the financial mechanism of the state as a whole functions.

The object of distribution, carried out with the help of state-owned enterprises, when their financial resources begin to act as an independent component of the economy, is the income (revenue) from sales of products and services both at the production stage and from promotion of goods to consumers. The planning of state-owned enterprises' activity is based on the available economic and material basis, including financial resources for special purposes, to which fixed and working capital, wage fund, etc. are formed.

Financial resources of enterprise which operates on the basis of state or communal property is a set of funds, reserves and special purpose earnings that are at its disposal and assigned to it on the rights of full economic management and used for the needs assigned in their charter, which is approved by founding body. More detailed, in figure 1 presented the main components of formation structure of financial resources of state-owned enterprise where besides own funds the possibility of funds' attraction is delimited (Fig. 1).



**Fig. 1. Structure of financial resource of state-owned enterprise in Ukraine**

*Source: designed by author.*

The feature of economy's public sector is that the business entities in it are:

- subjects, operating on the basis of state ownership only,
- subjects, whose state share in authorized fund exceeds fifty percent,
- subjects, whose state share in authorized fund is a value that provides the state with the right of decisive influence on the economic activities of these entities.

The disadvantages of the functioning of state-owned enterprises' finances include: bureaucratic management system; uncertainty in owner's actions; inefficient management.

Limited opportunities for getting profit, dependence on budget funds, and often monopoly position leads to decrease of efficiency of state-owned enterprises' financial activity, stimulate their transition to private ownership. State-owned enterprises' finances

form an independent financial link of the country, functioning of which is associated with the development of the public sector in national economy. One of the tasks of this link is to support the country's economy by preserving and developing of number of important sectors of national production needed to ensure the process of social reproduction, industries that in modern economic development due to their specifics have low profitability and are unprofitable for entrepreneurship. which due to their orientation and historical development are state monopolies.

Methodological support of long-term and strategic financial planning of state-owned enterprises in Ukraine is scientifically debatable, requires additional practical justification and unification. Since strategic planning is aimed at medium and long term prospective, the goals that are formed usually have very common quantitative and forecast indicators.

Modern scientists give a lot of attention to the essence of financial planning. In particular, in separate works next features of its concept are highlighted:

- directing of financial planning is declaring at optimization of managerial decisions;
- entity has some development alternatives in future (so there is multiplicity and variety of plans);
- financial planning is considering as some mean with the help of which strategic goals of enterprise are reached.

In the work of domestic scientists it is noted that financial planning «...is a process of systematic preparation of managerial decisions that directly or indirectly affect the amount of financial resources, coordination of sources of formation and directions of use» [6]. As we can see, in this position, the authors emphasize the fact that financial planning at enterprise is a certain process, the key direction of which is justification of managerial decisions.

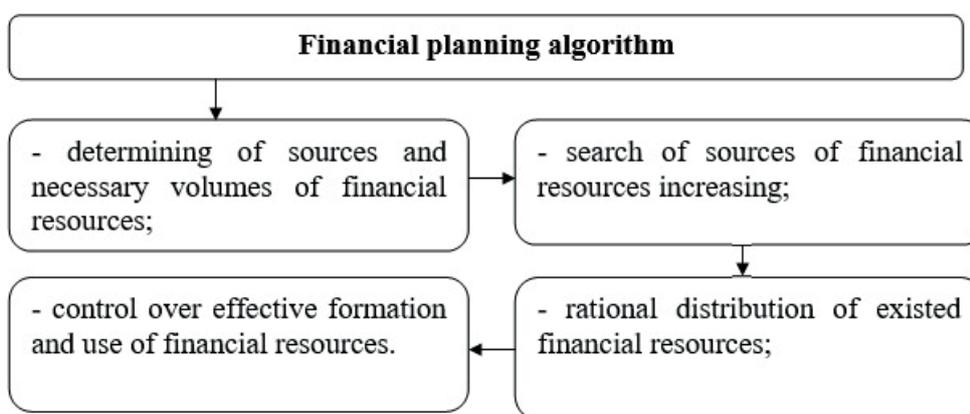
This approach is supported by other domestic experts. In particular, in the work of V. Sheludko it is pointed out that financial planning is: «The process of developing a system of financial plans, which consists in determining financial goals, establishing the level of compliance of these goals with the financial condition of the enterprise and forming a sequence of actions directed at achieving goals» [7].

Analysis of other scientific positions [8-9] gives the opportunity to consider, that financial planning is the process of incomes and directions of costs determining of enterprise with the aim of its' effective economic activity providing.

The essence of financial planning at state-owned enterprises can be seen from its functions and tasks, i.e. from what it makes. The main tasks of financial planning at state-owned enterprises are: reflection of basic directions of financial policy, which are carried out with the help of state legislative and executive bodies; establishment of certain parameters of social production for planning period, namely: quantitative and qualitative; choice of rational ways of financial support of expected level of economic and social development on the basis of efficient use of available resources in society; implementation of necessary level of financial resources' redistribution to achieve the pace and proposals of economic development and social welfare increasing;

establishment of rational forms of financial resources' mobilization and determination of their optimal structure on their basis.

In essence, financial planning methods - is a set of options and tools of financial resources calculating and directions that are implemented for forecast period. But with regard to these methods, there is a clear position that they should contain certain elements, such as: research and consideration of performance level, as well as finding ways for its' improvement in that period that will have a forecast; review of different options that will be used to calculate the indices; options and measures for calculations, etc. Financial planning algorithm can be represented as follows (Fig. 2):



**Fig. 2. Financial planning algorithm at state-owned enterprises**

*Source: designed by author.*

Mechanism, terms, procedure of development and control of implementation of financial plans by state-owned enterprises are regulated by art. 75 of Commercial Code of Ukraine and Order of the Ministry of Economic Development and Trade of Ukraine 02.03.2015 № 205 "Procedure for preparation, approval and control of the financial plan of business entity of public sector of economy" [10-11].

Financial plan of state-owned enterprise is made for each subsequent year with a quarterly breakdown and reflects expected financial results in the planned year. Financial plan of enterprise contains reference information concerning actual indicators of the last year, planned and forecast indicators of the current year, as well as information in accordance with the strategic development plan of enterprise.

In our opinion, the key problems of strategic financial planning at state-owned enterprises in Ukraine include:

*1. Absence in Ukraine of clear vision from the side of the state concerning the size of public sector of economy.* To date, the state has not formed single conceptual vision of public sector functioning in Ukrainian national economy. In such circumstances, there is no reason to talk about the possibility of strategic approach applying to financial

planning. In fact, financial plan is the result of a compromise between the interests of persons representing the state, as well as the interests of leading financial and industrial groups in Ukraine, which indirectly influence the activities of state-owned enterprises (including through influence on government bodies).

2. *Usage during long time of archaic methodological approaches to financial plans' development* of state-owned enterprises. In 2015, some progress was made in the issue of regulatory and legal support of financial planning of public sector entities, in that, even now the main efforts of the state are directed at achieving a high level of control over the activity of state-owned enterprises, rather than the development of their financial activity, including - due to the implementation of modern methods of financial planning. However, it should be frankly acknowledged that today financial planning level in public sector enterprises remains extremely low, and it can be corrected only through radical measures' implementation.

3. *Subjectivity* of managers of public sector enterprises in management issues. At modern time, managers of Ukrainian state-owned enterprises have little interest in achieving high results, as this does not significantly affect their reputation, the possibility of contract extending and, ultimately, has a weak link with income. This feature is objectively determined by excessive "politicization" of selection process of persons who manage state-owned enterprises. Quite often, there are various corruption scandals related to public sector enterprises, which creates the basis for ideology of large-scale and comprehensive privatization.

4. *Instability of institutional environment* in which state-owned enterprises are operating. If private sector entities have enough tools to overcome the impact of various "external" shocks (including by adjusting of financial plans), the behavior of state-shareholder in this context is quite conservative. All this significantly reduces the room for maneuver in financial planning for state-owned enterprises.

**Conclusions.** It is obvious that without solving of problems that are accumulated at the level of financial planning of public sector enterprises, we should not expect further movement of Ukraine on the path of reforms. In our opinion, in this context it is worth focusing on the following directions:

- development and implementation of clear state strategy of public economy sector development. Firstly, we are talking about question of determining clear quantitative parameters of public economy sector, which, accordingly, should be reflected in their financial plans. It is clear that, for example, the prospects of privatization, at least in the medium term, can significantly transform the financial plan of a state-owned enterprise to set appropriate pre-privatization goals.

- standardization of regulatory and legal support of financial planning process at state-owned enterprises. Modern regulatory approaches are extremely generalized and simplified approach to financial plan development at such entities. This deprives the state-shareholder and enterprises' management of the opportunity to react quickly to events taking place in domestic and world economy.

- improving the practice of management enterprises in public economy sector.

Firstly, by optimizing the procedure of selecting representatives of government bodies of entities, inclusion in their personal contracts of provisions related to financial planning process, approval of financial plans, sanctions in case of insufficient implementation.

These positions will contribute to financial planning development at state-owned enterprises, will stimulate the efficiency of their corporate financial management, will form preconditions for the growth of public sector role in domestic economy.

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## ANALYSIS OF THE KEY INDICATORS OF ECONOMIC EFFICIENCY OF MEAT-PROCESSING ENTERPRISES

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**Annotation.** *Assessment of economic efficiency of an enterprise is an important strategic issue for the management. The study of the activities of meat-processing enterprises allowed to distinguish the following indicators characterizing the efficiency of the enterprises: profitability of the activities, profitability of the operating activities, financial stability index and the index of the ratio between the accounts receivable and the net income. Based on the determined indexes, the comparative analysis of the economic efficiency of the enterprises of the aforementioned industry was conducted.*

**Keywords:** *economic efficiency, meat processing industry, profitability, financial stability, accounts receivable.*

**Introduction.** During the whole lifespan of an enterprise in any industry, the important task is to achieve the high level of its economic efficiency as the prerequisite for the competitiveness at the modern market. A business result is influenced by various external and internal factors depending on the type of the activity of the enterprise and the industry in which it implements it. Taking into account the uncertainty of the modern economy, the timely and reliable assessment of the influence of the external factors directly related to the political and economic state of the country in general is quite important. It will allow to obtain the results which will be relevant at certain time and in a certain situation. The continuous analysis of the influence of external and internal factors will give the possibility to determine some dynamics of changes in the indexes of economic efficiency and forecast their amount for the following periods.

The purpose of the study is the analysis of the main indexes of the economic efficiency and determination of the reasons of the results obtained.

**Analysis of the latest publications.** The issue of economic efficiency is an object of study of many Ukrainian and foreign scientists such as O. Synihovets [1], T. Hryenko [2], N. Savenko [3]. The aforementioned scientists studied the problems of the essence of the notion of economic efficiency, determination of the main indexes and factors of influence. However, the publications of these authors did not highlight the problem of the assessment of the economic efficiency of the enterprises taking into account the specifics of a certain industry and the problem of the continuous analysis of the determined indexes was not considered as well.

**Statement of basic materials.** The production of meat products in various countries was always and will stay one of the most important elements of the food product market. The situation at the meat and meat product market is continuously monitored and analyzed, since it is always challenging. In Ukraine, the sausage product market is one

of the main market among the food product markets.

This market has several features: all these goods are characterized with the high competitiveness, the production is quite material-intensive and Ukrainian manufacturers set the pace at the Ukrainian market. These features testify to the fact that the product has a high cost and the competitive strategy of the enterprise which will ensure the sufficient level of sales is quite important. Also, one of the most important factors is the quality of the products which directly influences the competitiveness at the market.

Considering the consumer preferences, one can distinguish the following: consumers mostly buy boiled sausages, frankfurters and bockwurst sausages, they account for more than half of all sales. [4].

In order to carry out the analysis of the economic efficiency of the enterprises, the following large and medium enterprises being the manufacturers of sausage products were chosen:

- Bohodukhiv Meat Processing Plant PJSC;
- Ukrainian Bacon PrJSC;
- Koziyatyn Meat Processing Plant PJSC;
- Globinsky Meat Processing Plant LLC;
- Melitopol Meat Processing Plant PJSC.

The period between 2015 and 2019 was chosen for the assessment of the economic efficiency of these enterprises for the following estimate indicators characterizing the efficiency of the enterprises:

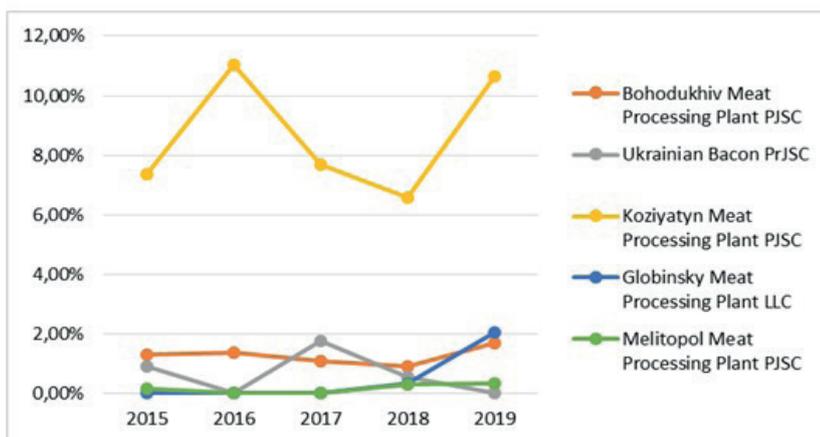
- profitability of the activity, characterizes how efficient was the general activity of the enterprise;
- profitability of the operating activity, characterizes how efficiently the main activity of the enterprise is carried out;
- financial stability index, characterizes the company's ability to stay solvent in the longer term;
- ratio between the account receivable and the net income, characterizes the level of the debtors' settlement level.

The trend in the change of the level of the studied enterprise activity profitability index is presented on Figure 1.

The analysis of the enterprise activity profitability did not show any clear trend in the dynamics, however in the course of the analysis of this index, it was established that three out of five enterprises became unprofitable in 2016 in comparison with 2015 and this trend continued up to 2018 for Globinsky Meat Processing Plant LLC and Melitopol Meat Processing Plant PSJC, which testifies to the peak of the crisis in this sphere of food product industry due to the loss of target markets in 2014 and the failure to reorient the production for the cheaper segment of products due to the sharp decline in the solvency of the population.

From 2018, there is a tendency towards the the increasing level of the general profitability of four enterprises out of five, which testifies to the possible overcoming the difficulties related to the loss of target markets after 2014 and final reorientation of

the production as demanded. The average level of profitability according to this analysis amounts to 2.24 percent annually, while the average level of profitability of Kozyatyn Meat Processing Plant PJSC is at 8.3 percent annually.

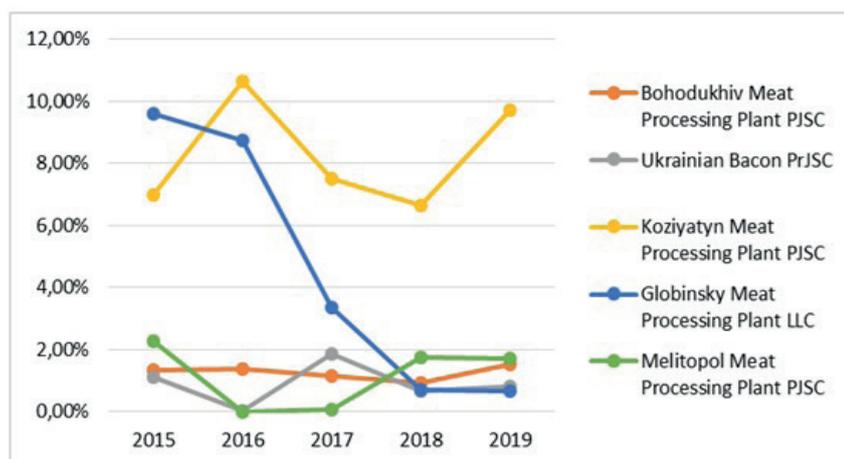


**Fig. 1. Dynamics of the enterprise activity profitability in 2015–2019**

*\*developed by the author based on the sources [5,6,7,8,9]*

For the profound analysis of the economic efficiency of the activities of the chosen enterprises, the dynamics of the profitability index of operating activities was additionally analyzed, since this index reflects the efficiency of the main activities of the enterprise.

The detailed dynamics of the operating activities of the enterprises is presented on Figure 2.



**Fig. 2. Dynamics of the enterprise operating activity profitability in 2015–2019**

*\*developed by the author based on the sources [5,6,7,8,9]*

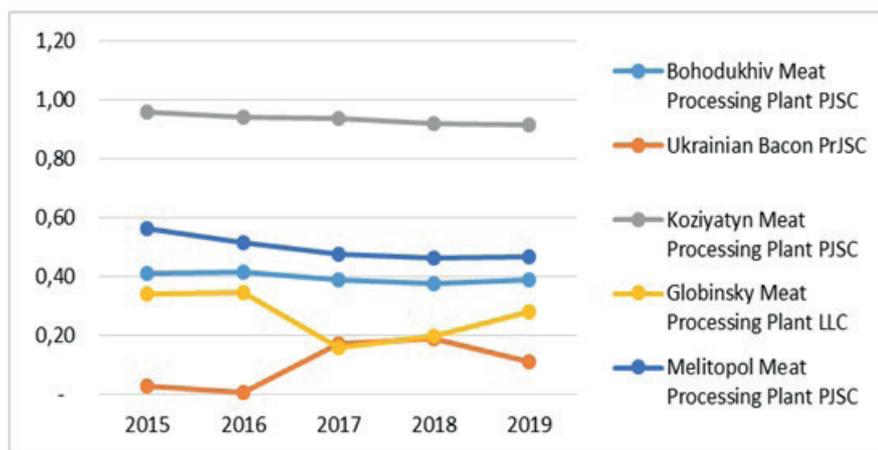
This analysis showed similar tendencies by enterprises, in particular, the decrease of the level of profitability up to 2018 and the tendency to the increasing from 2019 at most enterprises. At the same time, this analysis testifies to the fact that the operating activities of the enterprises is profitable during all years, only Melitopol Meat Processing Plant PJSC had loss in 2016. The average level of profitability of the operating activities by enterprises for 2015-2019 amounted to 3.25%.

At the same time, the highest level of profitability was attained at Kozyatyn Meat Processing Plant PJSC. It occurred due to the fact that in the structure of sales of this enterprise a large share is occupied by the sale of meat semi-finished products, which, as it turned out, is a more profitable activity than the pure production and sale of sausage products.

Further the analysis of the dynamics of the financial stability index of the chosen enterprises was carried out. The estimate and analysis of the dynamics of this ratio allows to understand the extent to which enterprises have the ability to operate or cover losses through sustainable funds, i.e. equity or long-term loans.

The analysis of the dynamics of these indexes showed that in general the situation is stable but quite negative. Thus, all enterprises except from Kozyatyn Meat Processing Plant PJSC have the value of the index in dynamics below the standard (0.8–0.9), which testifies to the quite low financial stability of the enterprise in the long-term outlook upon conditions of unfavorable external work terms. At the same time, Ukrainian Bacon PrJSC enhanced its stability in comparison with 2015–2016, when the value of this index amounted to 0.03–0.01 appropriately, in average to 0.16 annually, within the next three years. It occurred for the account of the increasing the equity capital of the enterprise 20.8 times in 2017 in comparison with 2016.

The general dynamics of this index is presented on Figure 3.



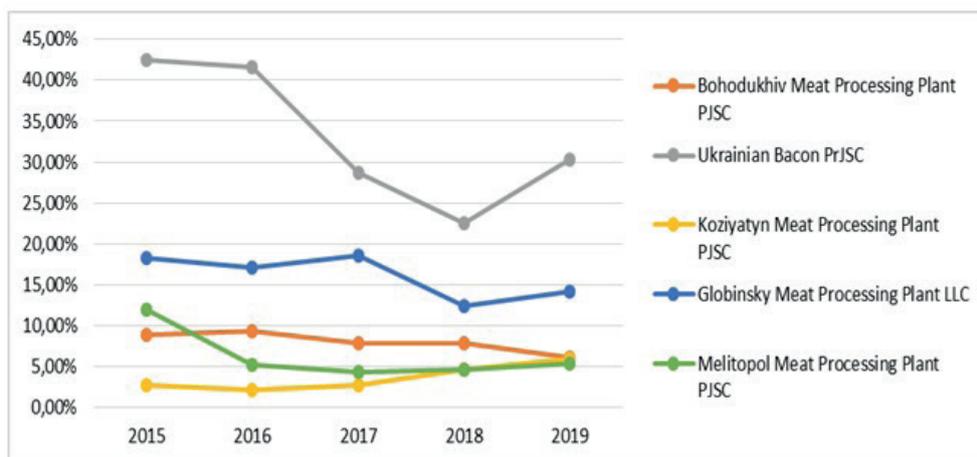
**Fig. 3. The dynamics of the amount of the financial stability index in 2015–2019**  
*\*developed by the author based on the sources [5,6,7,8,9]*

The next index which was calculated for the assessment of the economic efficiency of the enterprises became the index of the ratio between the accounts receivable and the net income of the enterprise. It characterizes what share of the net income is accounts receivable, which shows the successfulness of the enterprise's work with debtors, since the enterprise's financial stability depends on the timely receipt of the funds from the sale of the products. This index should be as close to the naught as possible.

In general, the analysis of this index showed the stable level: three enterprises have it at the level of 10% which testifies to the quite stable and efficient work with debtors.

Ukrainian bacon PrJSC and Globinsky Meat Processing Plant LLC had the tendency to the decreasing this index up to 2018 but in 2019 some increase took place. It should be notes that the level of the aforementioned index in Ukrainian Bacon PrJSC is quite high during the whole period of the study which complements the general view of the quite low economic efficiency of the enterprise work.

The detailed trend of the dynamics of the index of the ratio between the accounts receivable and the net income of the enterprise is presented at Figure 4.



**Fig. 4. The dynamics of the index of the ratio between the accounts receivable and the net income of the enterprise in 2015–2019**

*\*developed by the author based on the sources [5,6,7,8,9]*

By the results of the conducted study it was determined that up to 2018, the most of enterprises demonstrated the decrease in the level of economic efficiency, at the same time in 2019, some increase of its level was observed.

It is connected firstly with the fastening of the enterprises on the new target markets after the 2014 crisis, as well as with the issue of cheaper products in order to ensure the demand of the buyers who became less solvent.

Thus, by the results of the analysis of the indexes of the economic efficiency it is possible to make the conclusion that they decreased the most of all for Globinsky Meat Processing Plant LLC and Ukrainian Bacon PrJSC. These enterprises are quite large and

have branched network of sales, their products are represented in almost all retail chains of the country. Therefore, after the crisis of 2014, the loss of the market in Donbass and Crimea had a strong impact on their activities, while regional manufacturers did not feel the loss of these markets so much, and suffered more from the general crisis in Ukraine.

In the studied period, the activity of Kozyatyn Meat Processing Plant PJSC was the most efficient due to the fact that about 50 percent of the activity within this enterprise in addition to the production and sale of sausage products was the sale of meat semi-finished products.

Globinsky Meat Processing Plant LLC and Ukrainian Bacon PrJSC are the members of the holdings where this type of activities is carried out by separate business units, at the same time the obtained economic effect is reflected in the consolidated financial reporting of these legal entities.

Therefore, for the higher level of economic efficiency regional and small enterprises shall also make investments in this type of activities.

**Conclusions.** The main purpose of this work was the analysis of the main indexes of the economic efficiency and determination of the reasons of the results obtained. The following meat-processing enterprises were chosen as the study subjects: Bohodukhiv Meat Processing Plant PJSC; Ukrainian Bacon PrJSC; Kozyatyn Meat Processing Plant PJSC; Globinsky Meat Processing Plant LLC; Melitopol Meat Processing Plant PJSC.

The conducted study of the economic efficiency of the enterprises showed that the most efficient enterprise was Kozyatyn Meat Processing Plant PJSC. This became possible due to the diversification of activities, namely in addition to the production of sausages in the structure of activities almost 50% is devoted to the production and sale of fresh and fresh-frozen meat.

Globinsky Meat Processing Plant LLC and Ukrainian Bacon PrJSC showed the lowest results. The main reason is the loss of the target market in Donbass and Crimea after the 2014 crisis. In contrast to the regional manufacturers, these enterprises felt the loss of these markets quite strongly. As a result, they experienced a sharp decline in production and sales.

Based on the conducted study, we can make the conclusion that for the conduction of the economically efficient activity in the sphere of the production of sausage products, an enterprise is obliged to have an additional type of activity which will allow to ensure the economic stability of the enterprise during crisis phenomena.

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## EXPRESS-METHOD OF ASSESSMENT OF MAIN PARAMETERS OF PERFORMANCE-BASED CONTRACTS IN ROAD ROUTINE MAINTENANCE

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**Annotation.** *The brief analysis of toolkit for design of Performance Based Maintenance Contract (PBMC) for the routine maintenance of roads is executed. The problems of designing such contracts in Ukraine are outlined and proposed express method for determining the main parameters of contracts, by simulation model based on a simplified discrete-evident scheme.*

**Keywords:** *maintenance of roads, Performance Based Maintenance Contract, toolkit for design of contracts, assessment of maintenance strategies. Discrete-event scheme of modeling.*

**Problem statement.** One of the measures of strategic development of road infrastructure of Ukraine is the introduction of long-term (up to seven years) contracts for the maintenance of roads on the principle of ensuring their performance in accordance with regulations, norms and standards provided by The Law of Ukraine "On Motor Roads". We can say that this is a transition to a new paradigm in the maintenance of roads in Ukraine - Performance Based Maintenance Contract (PBMC).

PBMC is a type of contract in which the contractor's payment is determined for the achievement, maintenance or excess of the latter's clearly defined requirements for the quality of road assets or parts thereof. The purpose of PBMC is to ensure accessibility, speed, safety and comfort of traffic, reduce the overall costs of road users and road agencies, reduce the life cycle cost of assets and reduce the negative impact on the environment [1, 2].

The implementation of PBMC raises many theoretical and methodological problems that are still to be solved. One of them is the problem of substantiation of the so-called main parameters of the contract, namely:

- complexity of the contract (comprehensive or specialized);
- duration of the contract;
- length of serviced roads, their administrative significance and categories;
- contractual levels of service (LOS) [3, 4];
- contractual levels of maintenance (LOM) [3, 4];
- contract price;
- incentive mechanism of contractor.

The solution to this problem requires the creation of appropriate tools for economic justification.

**Analysis of research and publications.** Service levels (LOS) play a central role in road PBMCs. They should be designed to maximize the benefits of road users with limited resources, i.e. to optimize the cost of resources for road maintenance. Needed a

systematic and objective method to solve this complex problem.

This method (NCHRP LOS) was proposed in 1980 in NCHRP Report 223 (Phase I of the NCHRP 14-5 project) [5]. In 1984 was developed "Manual from the choice of optimal service level" (NCHRP Report 273, Phase II The NCHRP 14-5 project) describes the LOS optimization method and the ASOP computer program (Algorithm for Selection of Optimum Policy) with the required detail [6]. The authors [5] gave the definition of LOS as a quality standard (QS) – the threshold level of the defective state of the road element, which should lead to the implementation of the appropriate action.

For the development of a rational and consistent basis for choosing the optimal LOS parameters, methods of decision analysis was used [7]. The nonlinear algorithm with Boolean variables  $B = \{0,1\}$ , which was developed by the Woodward Clyde consultants (WCC), was used. This algorithm is an effective tool for maximizing nonlinear functions when it is necessary to select one of several alternative levels of service [7, 8, 9, 10].

It is clear that the NCHRP LOS method and ASOP software are outdated and have significant disadvantages: does not take into account random factors, requires the use of a limited number of specified technologies, etc.

According to the authors of the research [11], the design of a contract can be considered as a problem "principal – agent", in which the principal (customer) pays an agent (contractor) for providing services. Contracts serve to coordinate the interests of the agent, taking into account the principal, while the latter pursues its interest. The authors offer PBMCs as effective means to achieve lower life cycle cost in the road industry by providing contractors incentives for preventive performance of work and innovation. The model is proposed for PBMC design. The model focuses on maximizing the contractor's profit. The contractor problem in the mathematical model is that a certain choice of maintenance activities at each step of decision makers maximizes the contractor's profit on all the steps over the remainder of the contract).

To simplify the modeling, the authors assumed that the performance of asphalt pavement belongs to one of the finite set of discrete states indexed  $i \in \{0, 1, \dots, s\}$ , where zero is the worst state and  $s$  is the best. In the models, the authors assume that the probability that the pavement state will deteriorate from state  $j$  to state  $k$  between two consecutive observations, say,  $t$  and  $(t + 1)$ , is independent of the observation time. When moving from a lower state to a higher state, the contractor spends some effort, which depends on the transition from some initial state  $i$  to the next state  $j, j > i$ . In essence, there are two models - one modeling the process of deterioration, and the other modeling the process of restoring pavement. The authors [11] rely on a significant amount of research and models already developed for pavement of hot asphalt mixtures and their computer implementations.

The authors [11] concluded that PBMCs can achieve better coordination than traditional methods of contract formation. PBMCs more accurately reward / penalize the contractor because they rely on actual performance levels during implementation. PBMCs encourage contractors to innovate and take timely preventive action to reduce the life cycle cost of road elements. However, the implementation of PBMC is a difficult task

due to the large number of contract parameters and the large number of observations and measurements. Knowledge of road element damage prediction and possible contractor road maintenance actions can be used to develop effective PBMCs.

In theoretical research [12, 13, 14, 15] for the analysis of road infrastructure management systems, a mathematical model based on agency theory is proposed, which uses indicators of road condition quality to establish payment to the agent (contractor). It is assumed that the principal (road administration) can measure the performance of the agent only indirectly – by checking the achievement and support of the contractor LOS. It is also assumed that there is a relationship between the efforts of the agent and the levels of performance. The analysis of the optimal incentive mechanism was made on the basis of this model, in accordance with a series of parameters that characterize the economic environment and specific conditions of road infrastructure [14]. In this model, the target function of the principal is the function of social welfare, which the principal tries to maximize by choosing the parameters that determine the mechanism of remuneration of the contractor. Social benefits derived from road operation, depending on the proposed levels of road quality, can be measured using a number of indicators, which in the model are adopted independently of each other and increase linearly with increasing quality.

The authors [16, 17] proposed a two-stage simulation model of PBMC. The model structure divides PBMC variables into controlled inputs (variable solutions), uncontrolled inputs, and target results. The simulation model was built on the basis of system dynamics and was to answer the question – how to develop strategies for road administration and contractor to achieve fair and optimal payments to stakeholders depending on the term of the contract. The aim of this study was to determine the duration of PBMC. PBMC complexity is classified as dynamic complexity because it has many possible events. Due to the dynamic system, each action of each change is set in feedback cycles, which means a situation where the output of the current or past event will affect the current or future events [16, p. 4434].

The model [16] is also based on game theory. None of the construction projects is risk-free. The risk must be shared between the parties involved in such a way that neither party is harmed. Dynamic system modeling is a tool for obtaining results in the form of a game theory matrix. Controlled entry is a player's strategy in the game, uncontrolled entry is a behavior of nature that not every player can control, and the initial goal is the result of each player based on controlled and uncontrolled input. The strategic form in game theory has the form of the results of the win chart [16, p. 4435].

The players involved and the strategies they have are as follows [16, p. 4435]:

- road administration: determines the value of CESAL (total equivalent load on one axle): low, medium, high;
- contractor: determines the speed of work: low, medium, high;
- at the time of the project, there are uncontrolled things that relate to the amount of precipitation: low, medium, strong and increase in traffic intensity (increase by 10%, increase by 20%).

For the contractor, this is the profit received during the implementation of the PBMC.

However, the analysis of the work [16] showed that it considers concession contracts of public-private partnership. Defects that are subject to routine maintenance are not considered. Qualitative categories (such as low, medium, high) are used.

In the research article [18], the authors also proposed PBMC optimization based on the methodology of the theory of games.

The authors of the article [18] developed a Model for Selection of the Hybrid Contract Implementation Strategy for a Pilot Project of Regular Road Maintenance. The model deals with two possible customer (road administration) strategies during PBMC procurement. The first of these is based on the determination of the quantity of works and their prices, which is calculated by single rates (so the table of unit prices is formed, BoQ). In this case, the risk of underestimating the cost of resources is on the side of the customer. The second is based on the supply price by the contractor, which itself defines the quantity of works to ensure that the contract specification of the operational qualities of the road elements and risk underestimating the growth of the value of resources and the quantity of works.

In the article [18], the formulas of calculations and their essence are explained in quite detail.

Optimization is carried out by the model of two players: customer and nature.

Gambit Software is used to calculate the strategy.

It is assumed that all the maintenance standards will be met, so the model does not take into account the penalties for not achieving the maintenance standards. In addition, the incentive system is not included.

Unfortunately, the authors [18] are included in the specification of works only 14 works that contain, in particular, united in one less complicated works.

A good description of methods and models of optimization of solutions in relation to PBMC is given in the article [19].

The most reliable method for assessing the actual efficiency of PBMC implementation is its experimental testing in the conditions of real application compared to traditional contracts.

One of the earliest PBMC effectiveness studies in practice was executed in the New South Wales, Australia, the results of which are given in the study [20] in 1995.

The pilot approach included 2 private sector contracts and, for the purposes of comparison and evaluation, a "contractual agreement" with the working power of the road administration responsible for the network of roads to implement a pilot project.

The results of the pilot project for the first twelve months were impressive and exceeded the primary expectations: the effectiveness of the distribution of the budget to maintain roads increased by an average of 10%. This means that 10% of more budgets managed to send traffic safety and environmental work.

The VDOT (Virginia Department of Transportation) contract in the research [21] was considered as a PBMC pilot project implemented to evaluate the viability of PBMC and finding out key issues that should be taken into account when implementing similar

contracts. Evaluation of the effectiveness of the contractor's operation compared to VDOT, which has kept control sections by its own forces (in-house), has shown that the contractor exceeded the results achieved by VDOT [21]. A very important aspect of PBMC was that PBMC determines the expected results from the end product of the contract, not processes to obtain this product.

To analyze the efficiency of service levels, studies were used in which the authors are proposed to collect and analyze data to measure the efficiency of service levels and the timeliness of elimination of defects. The timeliness of responding means the contractor in a timely manner to repair assets in accordance with the criteria for timely defined in the contract [22].

Another detailed experimental study on the effectiveness and efficiency of PBMC for horizontal road marking is the work [23] commissioned by the Texas Department of Transportation, which proposed two performance-based pavement marking maintenance contracts (PBPMC). However, ex ante - ex post analysis (before-after) showed that PBPMC reduces the accident rate by an average of 0.1 percent, but the result at a confidence level of 95 percent is negligible [23, p. 135-136].

The authors of the study [24] performed a study on the cost of PBMC to maintain roads. This paper presents a methodology for assessing the probability of saving expenses associated with PBMC. The authors used data on maintenance contracts of different species that have been executed in the United States and their border between 1996 and 2007. In total there were 337 observations.

The authors developed models that were used to compare multiple contract methods. Models included such variables as the duration of the contract, type of activity and contract size. Road agencies and private contractors must have information as an actual cost savings and factors that are affected. Such information can help agencies to determine the method of outsourcing for individual assets; activity to be transmitted by outsourcing; the duration of the contract and the potential of its continuation. The developed models can be used directly in management to predict the scope and probability of saving costs for a specific project at the previous planning stage (ex ante). Based on the results of the analysis, specific guidelines for saving costs from the introduction of PBMC and other outsourcing options are presented [24].

In the study [24], the interest variable application of the new method of concluding contracts over traditional methods (in-house) is used to determine the actual cost savings. The percentage of cost savings is determined by equation [24, p. 253]:

$$CS = \frac{CB - CA}{CB} \cdot 100\%,$$

where CS is the percentage of funds; CB – cost according to the traditional approach (in-house) before applying a new method of conclusion of a contract; CA – the value of the contract with the same characteristics as the duration, length of the road site, etc.,

after the introduction of a new method.

The authors developed a mixed logit model to study the factors that affect the probability of concluding a contract that involves savings or no savings, zero savings or losses.

For cases where CS was less than zero, the authors developed linear regression models. For the PBMCs available in the data set, a binary probit model is developed to estimate the factors that affect the probability of cost savings or no cost savings, and then regression is used to investigate the amount of cost savings or losses.

For traditional logit models, binary and multinomial, the possibility of random changes in parameters in observations can cause serious problems with the specification, leading to inconsistent estimates of parameters and probabilities of results. Mixed logit models are designed to overcome this problem by discretizing the probability of results.

The authors [24] present the results obtained using the developed models, which allowed to draw conclusions about the conditions of effective implementation of PBMC. The results of the study showed that large projects with strong competition, long existence, long sections of roads, with works involving all activities, promote outsourcing within the PBMC.

Analysis of the literature showed that the effectiveness of PBMC was studied in three ways:

- assessment based on the parallel maintenance of road sections with almost the same characteristics with PBMC and the traditional method (in-house), for example in [25];
- assessment based on interviews with knowledgeable experts [26];
- comprehensive comparison of the results of contracts with the help of models of Data Envelopment Analysis and mathematical statistics [22, 24].

Unfortunately, Ukraine still lacks sufficient experience for statistical conclusions and, accordingly, retrospective results.

The purpose of the research is to substantiate the method of rapid evaluation of the main parameters of PBMC in its design.

Research results. When designing a PBMC, first of all, it is necessary to establish the above-mentioned main parameters of the PBMC, which determine efficiency and effectiveness (the socio-economic benefits for society) of the implementation of the PBMC. The interests of society are represented by the road administration – the customer.

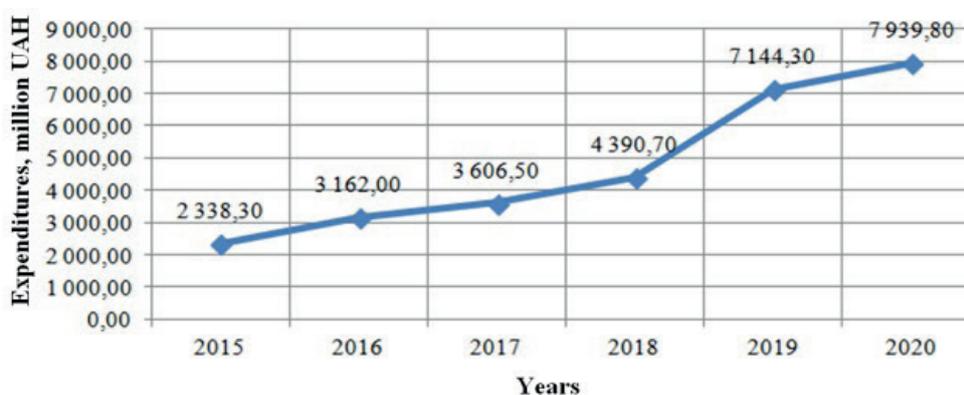
Traditionally, the contract for exploitation (routine) maintenance of roads is one year.

Road administration (customer, client) prepares the act of defects of road elements, which are subject to a contract, and on the basis of the act of defects calculates the cost of road routine maintenance and gives announcement of the price of the contract. Contractor (bidder) counts its own proposal of contract price.

The act of defects of elements of roads the administration forms, as a rule, according to historical data, focusing on the size of allocated state expenditures on maintenance of roads.

In conclusion of a long-term contract, it is necessary to take into account the growth in the number of defects of road elements caused by external factors (for example, increasing traffic intensity and changes in its composition) and internal factors (for example, aging of materials). The number of road defects also depends on the implementation of road maintenance and periodical repairs.

In addition, not all parts of contract roads must be repaired simultaneously and equally. In general, it is believed that for the period of the contract (no more than seven years), a maximum of two current repairs can be performed. It should be noted that such repairs are at least now approved at the level of the Cabinet of Ministers. It is not clear how to determine the price of the contract with further unforeseen reduction or increase of expenditures for road maintenance during the contract. Note that public maintenance expenditures have a clear tendency to growth (Fig. 1).



**Fig. 1. Tendency of growth of state expenditures on road maintenance in Ukraine**

In Ukraine there is no normative classification of the technical state of roads, except for bridges. This creates difficulties for predicting the number of defects depending on the technical state of roads.

Models for predicting the degradation of many road elements, such as, for example, in the study [11] are not yet developed.

It is not developed to sufficiently financial models of long-term contracts for maintenance, it is possible to note the report [27].

The above considerations should be taken into account in the process of improving the simulation model «Preliminary assessment of economic efficiency and risk of execution of road maintenance contract» proposed by the author of this article [28].

Model [28] takes into account only the cost of eliminating defects when maintaining roads. The cost is calculated using a special software that is used to compile the estimates to hold roads. Of course, software makes it possible to calculate the need for all types of resources, but for our purposes, it is enough to know exclusively cost.

The sequence of data preparation contains the following steps.

1. According to historical data, the duration is determined to eliminate defects of a certain type of different size. Receive an assessment of the triangular distribution of the coefficient advance / delay for each item (Level of Service) of the Contract Specification.

2. According to historical data, the costs determine to eliminate defects of a certain kind of different sizes. Receive a triangular distribution of coefficient of the cost change for each item (Level of Service) of a contract specification.

3. Determine the approximate mean values of the number of defects for the first year of the contract. Get an estimate of the triangular distribution of the number of defect cases for each item (Level of Service) of the contract specification.

4. For each item (Level of Service), the contract specification is prescribed: years of current repairs; annual coefficients of increasing number of cases of defect; the sign of the cumulative nature of the defect and the duration of the guarantee, months. This allows you to take into account preventive measures that eliminate the emergence and development of defects in the guarantee period.

5. In order to determine the complexity of the contract (comprehensive or specialized), the required items (or all, or part, depending on the list of road elements) are selected from LOS by State Standard of Ukraine DSTU 8993: 2020 [4] and form the original data of the desired contracts (Fig. 2).

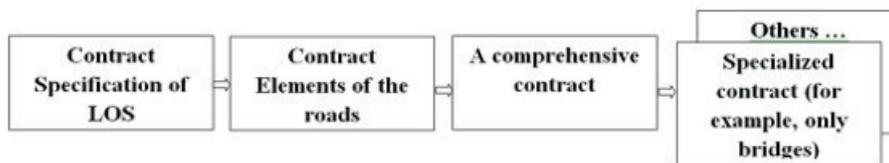


Fig. 2. Complexity of the contract (comprehensive or specialized)

The model of deterioration of elements of roads is a model of a random process of occurrence of specific defects inherent in each element of the road or part. Quantitative assessment of the emergence of defects of a certain kind can be represented by the model:

$$P_{ji} = \begin{cases} 0, i \notin S_j, i < g_j \\ \xi_{ji} \cdot k_j(t) \cdot \overline{P_{ji}} \cdot \delta_j, i \in S_j, \end{cases}$$

$$P_i = \sum_{j=1}^{j=N} P_{ji},$$

where

T: number interval of system time;

N: number of defects;

i: current interval of system time,  $i = 1, \dots, T$ ;

j: current defect,  $j = 1, \dots, N$ ;

- $P_{ji}$ : random number of  $j$ th defect in  $i$ th interval of system time;  
 $\overline{P_j}$ : assessment number of  $j$ th defect in  $i$ th interval of system time  
 $s_j$ : the season of the year when eliminating the defect;  
 $g_j$  – the last month of the warranty period to which the defect cannot arise (for cumulative defects);  
 $\xi_{ji}$  – is a random number, the dimensionless coefficient, which is determined by Monte Carlo method by the triangular distribution law;  
 $t_j$ : number of years after repairing the element of the road;  
 $k_j(t)$ : the coefficient dependent on the number of years  $t$  after repairing an element of the road to which the defect belongs;  
 $\delta_j$ : the sign of preventive that takes value 1, if the defect is cumulative and will prevent its occurrence, otherwise receives values 0;  
 $P_i$ : integer number of all defects in the  $i$ th of system time interval.  
 Model of the operation of the operating state of the elements:

$$PE_j = \begin{cases} F[\tau_j \cdot \xi_{ji} \cdot k_j(t) - \tau_j] \cdot c, & i \in s_j, (\tau_j \cdot \xi_{ji} \cdot k_j(t) - \tau_j) > 0 \\ 0, & i \in s_j, (\tau_j \cdot \xi_{ji} \cdot k_j(t) - \tau_j) \leq 0 \end{cases}$$

$$CE_j = \xi_{ji} \cdot k_j(t) \cdot \overline{CE_j}, i \in s_j,$$

where

- $PE_j$ : the random penalty cost for exceeding the contractual response of  $j$ th defect;  
 $F[\tau_j \cdot \xi_{ji} \cdot k_j(t) - \tau_j]$ : function that return of the random number of penal points for exceeding the contractual response time. Is given by a table  
 $\tau_j$ : the contractual response time;  
 $c$ : the cost of one penalty ball;  
 $CE_j$ : the random cost of eliminating defect;  
 $\overline{CE_j}$ : assessment cost of the eliminating defect.

The model [28] was developed on the basis of a simplified discrete-events scheme. This model does not build a schedule of elimination of defects. It is enough to only define the total economic characteristics.

Taking into account the defined factors, the partial improvement of the model [28] was made in the dissertation [29] under the scientific leadership of the author of this article. With the help of an improved model, a comparison of two maintenance strategies: preventive and corrective. The comparison results are shown in Fig. 3 and 4). Green and red colors are defined by Level of Maintenance Lower Borders, shown in Table 1.

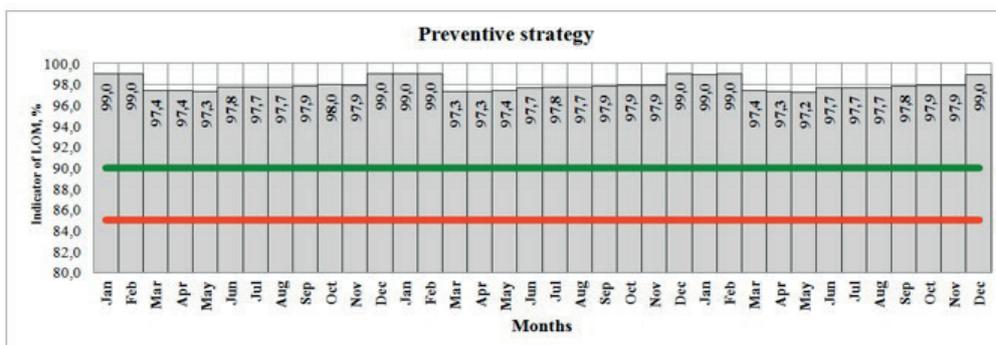


Fig. 3. LOM (Level of Maintenance) Indicator for Preventive Strategy

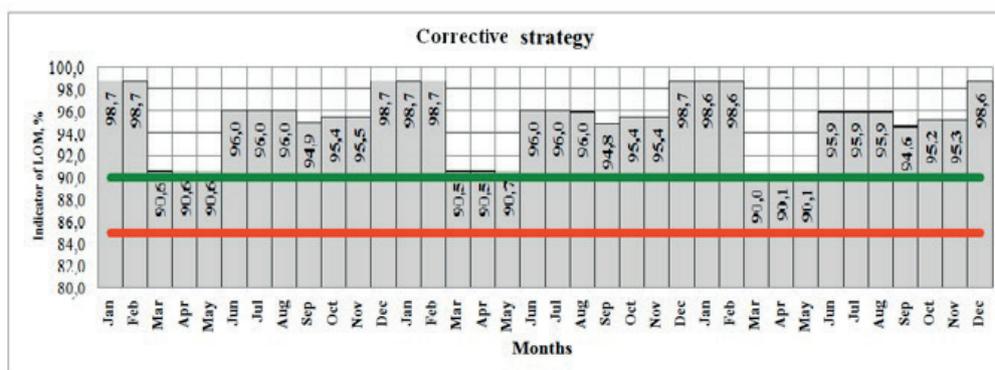


Fig. 4. LOM (Level of Maintenance) Indicator for Corrective Strategy

Table 1

Limits of the LOM indicator of roads

Level of Maintenance	Indicator of LOM, %
High	= 100
Average	≥ 90 and < 100 %
Satisfactory	≥ 85 and < 90
Unsatisfactory	< 85%

**Conclusions.** Experimental study of the model [28], improved in the dissertation [29], allows us to assert its high efficiency and flexibility when solving a complex task of substantiation of the main parameters of PBMC.

The difficulties of building a model are due to a very insufficient number of historical data of maintenance of roads by a lack of models of degradation of many elements of roads.

Further development of methods and models of PBMC formation the author sees

in the development of the method and model of optimization decisions in relation to PBMC, as well as in the development of methodological foundations of economic theory of PBMC.

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## **PUBLIC ADMINISTRATION**

### **STATE POLICY IN THE FIELD OF PHYSICAL CULTURE AND SPORT: UKRAINIAN REALITIES**

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**Annotation.** *The article analyzes the effectiveness of public policy in the field of healthy lifestyle formation of the population of Ukraine through the means of physical culture and sports. The factors that hinder full use of physical culture and sports as an effective way of physical and spiritual recovery of the nation are identified. The implementation of some programs in the field of physical culture and sports is analyzed. It is emphasized that in Ukraine national system of physical education, promotion of healthy lifestyle is out of focus of the public policy. Recommendations that can help to improve the effectiveness of public policy in the field of physical culture and sports are offered.*

**Keywords:** *physical culture, sport, health of nation, healthy lifestyle, public policy.*

In the modern world there is a growing awareness of the role of sport as a factor in improving the nature of man and society. Healthy life in general, physical culture and sports, in particular, are becoming a social phenomenon, a unifying force and a national idea that promotes a strong state and a healthy society. In many foreign countries, physical culture and sports activities organically combine the efforts of the state, its governmental, public and private organizations, institutions and social institutions. Municipal bodies are engaged in the development of sports in various territorial units, primarily in cities, and on the ground - communes and communities, which spend from 1 to 3% of their total budgets, create and implement together with sports organizations municipal and municipal sports policy [1].

The end of the XX century in many countries was a period of modernization and construction of modern sports facilities. On completely new economic and legal relations effective models of physical culture and sports movement are created, such low-cost behavioral programs as "Johnson and Johnson", "Health for the sake of life", "Healthy heart", "Life - be in it" are actively implemented. aimed at forming the moral responsibility of the individual for the state of their own health and lifestyle, which is not least determined by the negative demographic processes occurring in recent years. The global trend is also a huge increase in interest in high-achievement sports, which reflects the fundamental changes in modern culture.

The processes of globalization have to some extent been stimulated by the development of modern sports, especially Olympic sports. The analysis of available literature on the subject shows that in the new socio-economic conditions there is still no deeply thought-out and widely developed scientific base on issues related to the revival

of interest, especially among young people, in physical culture and sports. But the norms and habits, patterns of socially acceptable behavior that exist among the population, are of great importance both for the scientific understanding of the processes taking place and for practical work. The socio-economic role of sport as a significant social phenomenon is revealed in the works of N. Vizitei, Y. Michuda, L. Lubysheva, Y. Fomin, V. Panachev, and others. Issues of state regulation in the field of physical culture and sports are considered in the monograph of V. Bezkrovna [2]. But the reasons for the unsatisfactory involvement of the population in sports and measures to overcome them remain undisclosed.

The purpose of the article is to analyze the effectiveness of state policy on the formation of a healthy lifestyle of the population of our country by means of physical culture and sports.

In developed countries, sport at all levels is a universal mechanism for improving people's health, a way of their self-realization, self-expression and development, as well as a means of combating antisocial phenomena. That is why in recent years the place of sports in the value system of modern culture has increased sharply. The world sports movement, of which Ukrainian sport is an integral part, has become one of the most powerful and massive international movements. The Olympic sports community includes more than 200 countries.

In the modern world there is a steady trend of increasing the social role of physical culture and sports, which is manifested [2, 3]:

- in increasing the role of the state in supporting the development of sports, social forms of organization and activities in this area;
- in the widespread use of sports in disease prevention and health promotion;
- in prolonging the active creative longevity of people;
- in the organization of leisure activities and in the prevention of antisocial behavior of young people;
- in the use of sports as an important component of moral, aesthetic and intellectual development of student youth;
- in involving the able-bodied population in sports;
- in the use of sports in the social and physical adaptation of the disabled, orphans;
- a sharp increase in revenue growth from sports shows and the sports industry;
- in the growing volume of sports television and radio broadcasting and the role of television in the development of physical culture and sports and in the formation of a healthy lifestyle;
- in the development of physical culture and health and sports infrastructure, taking into account the interests and needs of the population;
- in a variety of forms, methods and tools offered on the market of physical culture and health and sports services, etc.

During the times of socio-economic transformations in our country there was a situation of underestimation by the state and society of the health, educational and social role of physical culture and sports. This has led to a worrying situation in the nation's

physical and spiritual health. The average life expectancy in Ukraine has decreased by 3.5 years and is 61.2 years for men and 72.7 years for women. In terms of life expectancy, a Ukrainian man ranks 135th, and a woman – 100th place in the world. Among the main causes of mortality of the working population – injuries, accidents, diseases of the circulatory system, respiratory and digestive organs, as well as malignant tumors. On the territory of Ukraine for the last 6 years the losses of the able-bodied population due to premature death from poisonings have increased 2.6 times (from alcohol poisoning - more than 4 times), from murders – 2.2 times, from suicides – 1.8 times. Since 1990, Ukraine has seen a steady deterioration in the epidemiological situation due to tuberculosis. In Ukraine, 1.3 million disabled people, among whom 60% – of working age [3, p. 1].

Of particular concern is the deteriorating health of children and adolescents, half of whom have chronic diseases, and insufficient motor activity provokes diseases of the cardiovascular and musculoskeletal systems. Due to the low level of health, many school-age children today are completely excluded from physical education. For the first time in 40 years, doctors have faced the problem of malnutrition of young conscripts, which affects the staffing of the Armed Forces with a healthy contingent. In recent years, there has been a high level of occupational injuries, particularly with fatalities. In the first years of reforms, a large part of the population was in a state of prolonged psycho-emotional and social stress, which led to an increase in cases of depression, reactive neurosis and suicide, alcoholism, smoking, drug addiction, anti-social outbreaks, crime. More than 10% of the population of Ukraine needs psychotherapeutic care [3].

The problem of smoking is becoming more acute in the country. The proportion of adolescents who smoke is rapidly increasing. Suffice it to say that every tenth student today is addicted to tobacco and has some symptoms of smoking-related diseases. The prevalence of domestic drunkenness in Ukraine alone is 20%. The overall incidence of alcohol abusers is twice as high as that of non-alcoholics. Alcohol abuse is the cause of more than 70% of accidents [3]. Non-medical use of narcotic drugs, psychotropic and intoxicating substances is becoming threatening. The trend of "rejuvenation" of drug addiction is especially alarming.

In the next 3-5 years, a sharp increase in deaths among drug addicts and an increase in drug-related crime can be expected. All this indicates that a critical situation regarding the state of human resources is ripe in Ukraine. Its development is facilitated by the high level of poverty of Ukrainians, social disorder, employment problems, the unsatisfactory state of health care, the expansion of child neglect, homelessness and social orphanhood. In terms of physical condition of human potential, Ukraine lags significantly behind advanced countries. At the same time, the national system of physical, spiritual and moral recovery of the population, the promotion of a healthy lifestyle with access to individual self-awareness and operational control over the state of health is out of the focus of the state political dominant. It is necessary to stop the deterioration of the nation's health and the trend of depopulation, to take radical measures to improve human resources, form a healthy lifestyle, new values, including a high level of patriotism and rejection of bad habits. If these measures are not implemented today, then tomorrow there will be a real

threat to Ukraine's national security.

Physical culture and sports are the most universal means of physical and spiritual recovery of the nation, but it must be acknowledged that their opportunities are not fully used. This is due to many circumstances. First, for decades, the field of physical culture and sports was funded on a residual basis, because the role of the human factor in the development of society was underestimated. Secondly, with the collapse of the USSR, the departmental-territorial model of the physical culture and sports movement, which worked quite effectively in the old system, ceased to exist. Sports organizations have lost most of the funding from the state budget, extra-budgetary sources and almost all funds from the trade union budget, resulting in negative changes in physical culture and sports work at the place of residence, in educational institutions, labor and production teams.

Calculations of experts show that for the prevention of diseases by means of physical culture and sports from the budget is allocated 22 times less than for treatment and medication [3, p. 6]. Third, since 1991, the trend of reducing the network of sports and sports facilities continues. Under the guise of economic inexpediency, enterprises and organizations abandon sports and health facilities, close them, sell them, transfer them to other owners or use them for other purposes. Over the last ten years, the network of sports equipment has decreased by 20%. The average level of provision of sports equipment to the population from social standards was only 19% (for example, the provision of gyms is 2.7 times lower than in Japan; 2.1 times lower than in Italy). The same low level of security (18%) is typical for stadiums (6.1%), swimming pools (6.9%), sports equipment (10.1%).

Currently, there is a real problem of effective loading of sports facilities [2, p. 14]. After the collapse of the USSR, there are no modern, technically equipped sports facilities in Ukraine for some sports, where you can prepare for performances at the Olympic Games and major international competitions. The volumes of domestic production of sports goods have been reduced tenfold. Appropriate conditions have not been created for investors who are ready to invest in physical culture and sports. Fourth, the multiple increase in the cost of physical culture and sports services has made inaccessible institutions of physical culture and sports, tourism and recreation for the majority of the population of our country.

Today, only 8-10% of Ukrainian citizens are involved in physical culture and sports activities, while in economically developed countries this figure reaches 40-60%. Moreover, if in these countries, health sports programs cover approximately equal numbers of men and women, in Ukraine, according to opinion polls [3, p. 16], 12% of men and only 5.1% of women are engaged in physical culture and sports. Fifth, during the years of reforms in the country there was almost no promotion of a healthy lifestyle and the values of physical culture and sports. The ideal of physical health as the most important component of the country's way of life and social prestige has not been formed. Healthy lifestyle has not acquired moral value and measure as one of the areas of public policy and educational function of public organizations, trade unions and creative unions, the media, especially television. Sixth, research activities are minimized. The

outflow of qualified specialists, coaches and athletes abroad continues, which, on the one hand, is due to the high level of their professional training, demand at the world level, on the other hand – the lack of conditions for full-fledged work in Ukraine.

Today, the notion that physical activity and sports, especially for children and youth, are a necessary and most important condition for the development of mind and body, that physical activity and sports "for themselves" improve the quality of life, remove stress, increase efficiency. At present, there is an objective need for profound changes in the field of physical culture and sports at all levels of government. Consolidation of Ukrainian society can be based, in particular, on the developed comprehensive programs of mass development in the field of physical culture and sports.

The main tasks of state policy at the municipal level in the field of physical culture and sports today should be:

- improving the functioning of the sphere of physical culture and health and sports services on the basis of multi-channel financing;
- study of the needs of the urban population in physical culture and sports and the formation on their basis of the responsibilities of the system of state provision of the population with socially significant services in support of a healthy lifestyle;
- development and improvement of the regulatory framework in terms of introducing minimum standards for physical culture and sports services;
- formation and improvement of material and technical base, determination of the optimal structure of sports facilities of various profiles and sites for unorganized mass physical education and sports in cities;
- formation of the market of physical culture and health-improving services, expansion of their nomenclature, decrease in cost and increase of quality;
- development of a program of state building and state entrepreneurship in the field of physical culture and sports.

Taking into account external and internal factors influencing the functioning of sports, it should be noted that the development of the market of this sphere of services for the population is uneven and inactive. The state of physical culture and sports is also affected by internal contradictions between old and new organizational structures and the functions they perform; between the goals of school physical education and the existing practice of conducting physical education lessons in schools; between successful performances of Ukrainian national student sports teams and the level of mass student competitions, etc. Of course, in recent years there have been some positive moments in the sports movement.

New forms of physical culture and health work with market mechanisms of development have appeared. In the new socio-economic conditions, engaging in new patterns of behavior, industrial relations, leisure, with the rise in price of drugs, medical and educational services, some categories of citizens change indifference to an active interest in a healthy lifestyle. But such interest, unfortunately, has not yet acquired the features of a stable and holistic system of behavior. There are standards and styles in Ukrainian people's perceptions of a healthy lifestyle, inherited or borrowed from different

historical systems and different cultures, and therefore they are sometimes incompatible. The more important the state intervention in this process, because the correction of individual preferences is also an important function of the state.

The lack of economic preconditions cannot be a reason for inaction. It is impossible to first ensure economic growth and then solve the problems of strengthening the health of citizens and a healthy lifestyle on the basis of "fire". We are talking about a radical change in the social status of physical culture and sports as one of the components of the national idea, which forms a healthy lifestyle and prestige of Ukraine. The state must treat the development of physical culture and sports as a socially significant activity that ensures both the security of the country and the viability of its population.

As a bearer of public interests, the state must form a national model of physical culture and sports movement and actualize the aspirations of the citizens of Ukraine to a healthy lifestyle and high quality of life. It is necessary to legislate effective economic measures that affirm in society the cult of a healthy body, healthy spirit, healthy traditions and healthy living. The social effect of such a policy can be achieved only with the mass involvement of Ukrainian citizens in physical culture and sports. The implementation of effective means of sports and mass work is constrained by an imperfect legal framework.

The Law on Physical Culture and Sports was passed in 1993, after which a large number of legislative acts appeared. Therefore, today it does not fully reflect the issues of professional sports, anti-doping legislation, land issues, the status of youth and children's sports schools and reserve sports as such. The participants of the Ukrainian sports movement are vaguely outlined. It should be noted that in conditions of political instability in Ukraine, presidential decrees, sports development programs and other legislative acts are not implemented.

Consider the effectiveness of one of the main documents - the Presidential Decree "On the National Action Plan for the implementation of state policy in the field of physical culture and sports" [5]. In it we read: to submit within three months in the prescribed manner for consideration by the Verkhovna Rada a draft of a new version of the Law "On Physical Culture and Sports". It was planned that the law would be adopted by January 1, 2007, but this has not yet happened. This decree also approved the State Program for the Development of Physical Culture and Sports for 2007-2011 [6]. Analysis of the content of this program shows that it is completely unsystematic and does not rely on either the legal framework or real funding, so it was obvious in advance that its implementation is impossible as well as the implementation of the previous program [1, 3], which was calculated for the period from 1999 to 2005 and was also developed on the basis of the outdated Law of Ukraine "On Physical Culture and Sports".

The program identified the necessary changes in society's approaches to ensuring human health as the highest humanistic value and a priority of public policy. This goal involved the implementation of the most pressing tasks:

- promoting the spiritual and physical development of young people, cultivating in them a sense of civic consciousness and patriotism, the desire to actively promote the establishment of statehood in Ukraine;

- development of physical culture and sports movement in Ukraine taking into account changes in all spheres of public life and values of the country's population;
- ensuring the reorientation of the practical activities of the industry to a priority problem - strengthening the health of various segments of the population through physical education and sports;
- creating conditions to meet the needs of every citizen of Ukraine in improving health, physical and spiritual development;
- education of the population of the country of appropriate motivational characteristics and behavior, active social orientation to a healthy lifestyle;
- ensuring leading positions in the international sports movement, sports of the highest achievements, increase of the international authority of Ukraine in the world community.

The analysis of the implementation of this program showed that out of the 53 tasks of the Target Program assigned to Derzhkomsport, only 34 were fulfilled. An even lower percentage of the tasks of the program performed by the Ministry of Education and Science. It is 4 tasks out of 10. The Ministry of Agrarian Policy performed 3 tasks out of 10. In general, the tasks of the Ministry of Emergencies of Ukraine were not performed (2 out of 2) [3]. The reasons for this state of affairs are primarily due to the lack of the necessary financial support. As a result, 28 of the program's 45 tasks were not completed. Analysis of the implementation of programs also shows that the existing legal framework in the country does not fully address urgent issues. Hence the conclusion - it is necessary to analyze the effectiveness of legislation, change the program approaches to the priority areas of physical education, physical culture and sports to ensure the proper functioning of the industry.

**Conclusions.** Thus, on the basis of the analysis it can be stated that the state policy on the development of sports practices in our country is ineffective. In our opinion, this is due in part to the lack of a holistic concept of forming a healthy lifestyle, systemic and interconnected efforts of various structures and organizations, somewhat outdated measures designed for a different socio-economic situation, and so on. Considering sport as a priority of public policy, we can offer some recommendations for improving its effectiveness in Ukraine:

1. To promote the social status of physical culture and sports as one of the components of the national idea. To promote the values of physical culture and sports, to form the ideal of physical health in the media, within the framework of the state information and propaganda campaign. Develop public opinion that helps increase parents' responsibility for their children's physical health. This will allow to involve young people and youth in physical culture and sports, which will have a long-term positive impact on the health of the population of Ukraine as a whole.

2. Involve funds from extra-budgetary sources in the development of health sports (for example, through lotteries, involvement of sponsors, establishment of tax benefits, etc.). Promote the economic and social results of increasing spending on physical culture and sports among domestic entrepreneurs, business leaders, labor collectives.

3. Promote the introduction of new effective forms of sports leisure, accessible to all segments of the population. Monitor changes in the field of physical culture and sports that affect the healthy lifestyle of the population of Ukraine. This will allow timely changes to the implementation of planned programs.

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## TRANSFORMATION OF THE PUBLIC GOVERNANCE SYSTEM IN QUALITATIVELY NEW DIRECTIONS OF REGULATION OF THE SOCIO-ECONOMIC SPACE OF UKRAINE

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**Annotation.** *The article presents a generalized analysis of the main areas of interaction of control subsystems to protect the economy of national policy of Ukraine in the organization of management and regulation by control entities in the development and proposals for the effectiveness of such interaction in the new Ukrainian society. Conceptually, the key stages of the process of transformation of the public administration system into qualitatively new models of regulating the economy of society at the present stage of formation of socio-economic relations between countries are studied. Updated approaches to the management of economic relations in society are proposed, possible prospects for Ukraine are highlighted.*

**Keywords:** *public administration, public administration, public administration, transformation of the state control system, economic relations as an object of management, subjects of public administration.*

**Introduction.** Qualitative change of economic reforms, as a subsystem of state control, leads to the corresponding innovations of the governing system: the subjects of government create institutions that, in addition to the organization of public authorities, perform socio-economic function of management, control and regulation of relations between countries. State institutions acquire the functions of regulatory delegation among other non-governmental organizations, which adjust the creation of new public administration entities. In this regard, approaches to determining the importance of the roles of management subsystems in socio-economic policy are changing. There is a need to study the main areas of interaction of subsystems of control of economic protection of national policy of Ukraine in terms of transformation of public administration into newer modern models of regulation of socio-economic relations between countries of the world community.

**Formulation of the problem.** Such scientists as V. Bakumenko, O. Bosak, A. Vasina, R. Wolfovich, L. Gordienko, A. Melnyk, T. Kolomoyets, O. Obolensky, Y. Sharov and others. In the context of this problem, the systemic features of the transition from public administration to other models of economic regulation of social relations, depending on the current changes in the postmodern space, lack due attention. That is why the relevance of this study is quite obvious.

The purpose of the article is to highlight the main areas of interaction of subsystems of state control to protect the economy of national policy of Ukraine in the management and regulation of control entities in the development and proposals for the effectiveness

of such interaction in the new Ukrainian society.

**Results of the research.** The approach to the concept of "economic space" is usually based on the positions of geographical and state borders and is quite popular among many economists (in particular, R. Nizhegorodtsev, A. Tsygichko, etc.). In the context of landscape zoning, according to general geographical criteria, economic space is considered as taxonomic subdivisions of the geographical shell, which are determined by the size, volume and time of existence. There have been attempts to justify the legitimacy of the use of the term "economic space" in the aspect of small taxonomic units - in the perspective of small territorial settlements. In our opinion, O. Granberg's statement in the context of the territorial approach is meaningful and more precise: «Economic space is a saturated territory containing many objects and connections between them: settlements, industrial enterprises, in economic plans developed and recreational areas, transport and engineering networks, etc».

The main features of state control in terms of settlement of socio-economic relations are its power nature, the sources of which are the state consciousness, will and authority of all segments of society [1, p. 55]. The interpretation of public administration as a complex process of state formation and the state's power influence on the social system is a worthy illustration of the importance of public administration and will in Ukraine.

According to Professor T. Kolomojets, public administration in the narrow sense of the term is a set of government agencies, which structured the hierarchy of different activities of the state. In a broad sense, this statement refers to the possibility of social management as a type of specific activity of the state, which controls the functioning of its own subsystems that affect social relations in order to regulate socio-economic interests [1, 3, 5].

According to A. Kovalenko, I. Kresin, and V. Tsvetkov, public administration is a social phenomenon, methods, forms, principles and nature of which are always determined by the needs of social development, which are regulated by the interests of certain social groups [2, 5].

That is why, in response to the reactionary demands of citizens who were dissatisfied with the diversity of low-quality public institutions, the governments of most countries have eventually implemented a number of reforms to improve them effectively.

From the end of the twentieth century began a long process of transformation of traditional mechanisms of socio-economic management in the market: "control and command" to "motivate and get results" [5].

The implemented results under the new realities required the application of new approaches to the management of postmodern society [4, 5]:

- transformation of traditional methods of public administration, which are based on the use of power, into more democratic and flexible;
- transformation of authoritarian bureaucratic procedures into high-quality public services.

The regulation of the socio-economic space between countries is ensured by a number of socio-economic, political and institutional factors that contributed to the

development of a new form of government in the public sector – "public administration", which was a natural step in public administration.

In the aspect of public administration, "public administration" is a purposeful interaction of public institutions with legal entities and individuals to ensure the implementation of legislation and regulations, based on indicative planning, which determines further directions of socio-economic development, creation of legal and other conditions. promote the interests of the participants of the interaction, the division of their labor, monitoring of results, cooperation and coordination of activities, etc [4, 5].

The new direction in the transformation of the system of public administration and social administration is based on the following types of competencies:

a) intellectual competence:

- ability to make choices in the most effective decision-making;
- ability to analytical and forecasting activities;

b) functional competence:

- knowledge of social development, public finance, economic regulation, communications, constitutional and legal principles of governance and management, European institutions and procedures, e-government, human resource management technologies, territorial governance;

- ability to apply the tools of democratic governance in the areas of regional and public administration and European cooperation;

c) social competence:

- ability to work "in a team";
- availability of communication skills;
- willingness to cooperate and timely conflict resolution [2].

- The key point in the emergence of "public administration" were the following psychosocial factors:

- the need to decentralize the power vertical;
- society's requirements to increase the productivity of government agencies and reduce their number;
- the need to introduce market relations in the field of management;
- the expediency of focusing on the expected results, rather than on the procedures for their implementation.

Thus, the model of the ideal bureaucracy as the basic framework in the system of government, which was once proposed by Max Weber, was widely criticized in the late twentieth century. The use of this model has shown that a well-established management hierarchy and strict rules are not significant in the field of social services. The "formal impersonality" of employees and the focus on improving the operations of their work did not allow the classical theory of management to successfully solve the problem of increasing productivity in the public sector [3].

Thus, the further development of the science of management is a powerful step in establishing trust between the state trajectory of services and social needs of the mass media was the behavioral theory of management, which is based on the human factor in

management. One of the founders of the school of human relations was the American Mary Parker Follett, who defined management as "the art of doing work through other people" [5, p. 257]. This interpretation of the concept suggests that the effectiveness of increasing management activity is possible only through the use of human resources, at the center of which is the person, not the organizational structure.

Thus, the "bureaucratic model" in the public sector has become a "market model", which emphasizes the shift of work according to instructions and clear rules of performance, which are aimed at achieving effective results and providing quality public services. It was these preconditions that contributed to the transformation of "public administration" into "public administration," and, ultimately, into "public administration."

The concept of "public administration", which replaced the term "public administration", was first used by the English civil servant Desmond Keeling (1972). He argues that "public administration" is the search for the best way to use resources to achieve priority public policy goals "[5, p. 257].

Modern researcher of public administration Geert Bookert argues that "public administration is not a neutral, technical process, but is an activity that is closely linked to politics, law and civil society" [4, p. 26].

At the heart of its model, "public administration" is gaining positive practices in the management of the private sector of the economy. Despite the fact that the management of the private and public sectors is carried out similarly, public administration still has its own characteristics. Note, however, that the main goal of any manager of public or private spheres, is the minimum cost of resources, time and effort to achieve maximum effective efficiency and effectiveness.

The main task that underlies the performance of duties by a public manager is somewhat different from the task performed by a business manager:

- a private manager (the same businessman) by his activity directly affects the increase in profits within a certain business unit;
- the public manager by his actions directly affects the quality of life of citizens within a certain administrative-territorial unit or the state as a whole.

In the prerogative of the public manager's actions, it is essential to make a more rational use of a certain infrastructure to ensure the public goods, needs and public interests of consumers. In fact, the new forms of governance in this area are caused by the need to modernize organizational structures and procedures, to use them all public institutions for the efficiency of work and life of citizens.

The United Nations (UN), paying considerable attention to the development of society and state institutions, provides its interpretation of the concept of "public administration", which in the glossary of the Development Program of this organization refers to two closely related meanings:

- management and implementation of various government measures to implement laws, regulations and decisions of the government and management related to the provision of public services [4];
- integrated state apparatus (rules, policies, procedures, organizational structures,

systems, staff, etc.), funded by the state budget and responsible for the management and coordination of the executive branch, its interaction with other stakeholders in the state, society and the external environment.

The concept of "public administration" in the UN Development Program is revealed in the aspect proposed by the American scientist Jay M. Shavritz in the International Encyclopedia of Public Policy and Administration. He argues that "public administration is an area of practice and theory that is key to public administration and focuses on the internal activities of public institutions, in particular on management issues such as control, leadership, planning, organizational supply, information technology, management personnel, and performance evaluations "[4].

For his part, Christopher Pollitt, a professor of public administration at the Catholic University of Leuven, argues that the term "public administration" can be used in at least three basic ways: the activities of civil servants and politicians; systematic study of the activities, structures and procedures of current legislation; structures and procedures of public authorities [1, 2, 3].

However, Jay M. Shawritz is convinced that good public governance should focus on ensuring the capacity to achieve results [4]. Using public administration in activities to ensure the effective functioning of the entire system of public authorities and local governments and focused on the broad involvement of various stakeholders in the implementation of public policy and the implementation of a system of mutual control. According to the theory of public administration, the activities of the government and non-profit organizations in some important respects are similar to the activities of private sector institutions.

Thus, management tools in both the private and public sectors maximize efficiency and effectiveness. According to the United Nations Development Program, the main role of managers in the public sector is to "encourage" employees, as well as members of the general public and individual organizations, to work together to achieve effective results that have little direct impact due to decentralization [4]. .

That is why at the present stage of public administration in Ukraine there are new institutions that directly or indirectly receive, through the delegation procedure, while their activities due to certain circumstances (objective or subjective) can not effectively interact with public authorities . Such institutions include public organizations (political parties, industry associations, large business associations, unions, professional associations, etc.). Thus, the list of such associations reflects a certain type of public administration entities that more actively influence the development of society outside public administration.

All these changes in the aspect of the process of transformation of public administration into modern models of social regulation, due to new realities. Modern dictates the following differentiation of the values of public administration: "public administration" (public administration) and "public management" (public administration), which are translated from English into Ukrainian as "public administration" [3]. In this regard, it should be noted that today in most developed countries, where there has been a transformation of

public administration and public administration, there is a tendency to move to a much more modern model of public administration, which in the broadest sense the World Bank defines as New Public Management. management ", " new public management "or" new public management") [5]. As a concept and model of public administration, it emerged in the 1980s. and became a response to the crisis in the management of the state, built on the principles of hierarchical organization, bureaucracy, centralization, stability of the civil service. This concept itself largely borrows the methods used in the non-governmental sector - both in non-profit organizations and in business and corporate governance. These methods are focused primarily on improving the efficiency and flexibility of management decisions, reducing the delegation of powers from higher to lower and the hierarchy of the state apparatus, strengthening feedback mechanisms [1, p. 54-73].

That is why, according to MV Pasichnyk, New Public Management is a model of public administration, which is based on the borrowing of corporate governance methods used in business and non-profit organizations. This model is focused on increasing the flexibility of decision-making in the state apparatus, reducing its hierarchy, delegating authority to a lower level of decision-making and strengthening feedback mechanisms between the state and citizens [4, 5].

In turn, Trofimova IM notes that the Concept of New Public Management provides for the decentralization of governance by expanding the powers and responsibilities of local governments, and the main task of the government is to give local communities the opportunity to solve their own problems and control the quality of public services. The disadvantage of the concept of new public management is the emphasis on the commercialization of the public sector and insufficient consideration of the role of socio-political participation and interaction [1, 2, 5].

Summarizing the analysis of the concepts of "public administration", "public administration", "new public administration" and summarizing the main approaches to understanding the process of transformation of public administration, it should be noted:

- classical theory of management in the public sector was implemented in practice through the model of public administration (English – public administration);
- neoclassical theory of management – through the model of public management (English – public management);
- modern theory of management – through the model of new public management (English – new public management).

But the transformation of public administration did not stop there. Today, the concept of "good public management" is close in content to the concept of "good public management". The term "Good Governance" appeared in 1997 under the United Nations Development Program [3]. The sources of this concept were largely the concepts of New Public Management and Networked Government. For a meaningful understanding of this concept, it should be noted that "governance" ("management") – a broader category than "management" ("management"). Thus, according to the definitions of individual scientists, "governance" is:

- the process of implementation by the government (authorities) of its functions to regulate social processes, implementation of public policy, allocation of resources, etc. [4]:

- public or systemic governance, which is understood as management activities as public coordination, which enables and facilitates collective action through collective decisions, but no longer in the vertical, but in the horizontal dimension [5].

- In fact, "governance" has three main ways to use it:

- "political governance" (governance as a government, the exercise of power);

- "systemic (social) governance" (as different ways of social order in the aggregate of its three main models: markets, power hierarchies and networks);

- "new (public) government" (as a modern type of horizontal, network organization of society management) [4, 5].

In essence, the concept of "governance" has been filled with democratic meaning from the very beginning. That is why there are a number of definitions for this term ("democratic", "new", "perfect", "good", "proper", "ethical and transparent", "effective", "network" governance) [1, p. 54-73]. Hence, Good Governance is a government that meets the requirements of a democratic, open, and just society and regulates the relationship between official institutions (government) and non-governmental circles (business, public). In addition, the concept of Good Governance is identified with the concept of result-oriented management [1, p. 54-73].

**Conclusions.** Summarizing the analysis of the transformation of public administration into modern systems of regulation of socio-economic relations, which takes place in developed countries, it should be noted: Ukraine, as a country that has chosen the European vector of development, must move innovatively to improve governance in the public sector. When improving the field of public administration, it is desirable to study the best foreign trends and practices, take into account the positive results and use them, adapting to national characteristics. All these steps must meet the expectations of citizens and form a governance model that balances the interests of the main participants in the social process.

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## STRATEGIC COMMUNICATIONS IN THE STATE ADMINISTRATION SYSTEM

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**Annotation.** *The modern necessity of the Ukrainian State to ensure a safe information space by adopting a unified information policy strategy, which, in turn, requires optimizing and increasing the level of productivity of the use of communication channels, the formation of sustainable mechanisms of interaction between target audiences and communication channels, as well as systemic monitoring and analysis of the information field, implementation and improvement of communication strategies of state authorities is discussed in the article.*

*The justification for developing communication strategies process, the definition of the universal algorithm for constructing a communication strategy, and its components are also discussed.*

**Keywords:** *strategic communications, State, public administration, information space.*

**Introduction.** The modern political and managerial situation in Ukraine determines the urgent need for the development of secure State information space, and the measurement of the society informatization is the improvement of the State communication system, including the strategic one between all branches of the government. The vector of Ukraine's focus on joining the EU and NATO only activates the processes for developing the communication strategy in accordance with the practice of world leaders, optimizing and increasing the level of productivity of using communication channels, creating sustainable mechanisms for interaction between target audiences and communication channels, as well as system monitoring and analysis.

So, according to T. Syvak, in addition to the objective need for the implementation of strategic communications in Ukraine, there is the essential regulatory framework that defines the main subjects and their main competencies in this process [13].

The state bodies face new challenges and tasks, the implementation of which can only be ensured by qualified specialists in this area, which, in turn, predetermines the relevance of the presented study and further problematics development of strategic communications of State administration in Ukraine.

The degree of the problem scientific elaboration. The works of domestic and foreign scientists are devoted to the study of the strategic communications formation in state administration and the construction of effective system of strategic communications: T. Bezverkhnyuk, I. Borisov, D. Dubov, O. Issers, D. Konyka, O. Kushnir, Y. Maksymenko, V. Lipkan, T. Popova, T. Syvak, E. Tykhomyrova, L. Fridman, K. Paul, S. Tatama and

others, who laid the foundation for the development of strategic communications in the State administration direction.

The aim of the study is to theoretically justify the process for developing communication strategies, determining the universal algorithm for constructing a communication strategy, its components, which will allow state bodies to unify the communication process and improve interaction.

Presentation of the main material. T. Syvak [13] notes that the objective need for the development of the effective and safe information space in Ukraine, the improvement of the state administration bodies activities and bringing it into line with the requirements of the effective development of the State is due to the significant complication of public relations both at the international level and directly in the State.

Today, according to Artem Bidenko, every month 1,300 brands out of more than 6,600 informational messages compete for the attention of the ordinary Ukrainian in general with informational messages "come", "do", "choose", "buy". And that's about basic needs. Can you imagine that communicators of the State institutions often have to wade through informational ones in order to convey a message about this or that reform?

And if we add a number of stereotypes to these information thickets (we are far from joining the EU, the agreement is not implemented so quickly, and the Ukrainians are not too inclined to support changes), then the communication of issues related to European integration becomes a real daily challenge [1].

Today the introduction of strategic communications is being updated by a number of strategic and conceptual documents for the State development, such as: the Constitution of Ukraine; Law of Ukraine "On the Procedure for Coverage of the Activities of State Authorities and Local Self-Government Bodies in Ukraine by Mass Media"; Law of Ukraine "On Information"; Law of Ukraine "On Civil Service in Ukraine"; Law of Ukraine "On Access to Public Information"; "Communication strategy in the field of European integration for 2018 - 2021"; Information Security Doctrine of Ukraine; Roadmap for partnership in the field of strategic communications between the National Security and Defense Council of Ukraine and the NATO International Secretariat, etc.

Over the past few years, separate Divisions or positions have been established with the ministries, which are entrusted with functions on strategic communications. Ministry of Information Policy of Ukraine - strategic communications sector, adviser to the Minister; Ministry of Foreign Affairs - Department of Strategic Communications and Public Diplomacy Management of the Political Department; The Ministry of Defense and the General Staff of the Armed Forces of Ukraine - number of units for the components of strategic communications and the Adviser to the Ministry of Defense and General Staff of the Armed Forces of Ukraine; Ministry of Internal Affairs of Ukraine - communications department and authorized representative for strategic communications, etc.

The state of organizational and functional support for the implementation of strategic communications in the public authority's activities is determined by the structural imbalance. The structural subdivisions of the central executive bodies, whose

functions include the formation of the system and the use of the strategic communications components, have different forms and scales: individual officials, departments, boards, units, sectors. There is the acute problem of staffing specialists in strategic communications and, more importantly, substitution of concepts or combination of activities on strategic communications with strategic planning or public relations, media, etc. [13].

Let's try to define the concepts and main components of the communication strategy development process.

So, according to K. Paul, strategic communication is the influence that contains truth, commitment to authenticity, and should be identified with "respectable beliefs" [11, p. 18].

That is, strategic communications are based on beneficial influence that cannot be equated with manipulation, deception and propaganda - these are inadequate forms of influence that are unstable in the modern information environment and undermine confidence in the current and future messages of the efforts and the subject as a whole.

O. Kushnir and Y. Maksymenko [9] define strategic communications as strategic interaction and mutual influence in the information environment between individual subjects (state ones or defined for the fulfillment of State goals), which consists in the comprehensive involvement of the capabilities of each individual component of strategic communication in a complex or separately and directed to achieve a specific goal.

In the Doctrine of Information Security of Ukraine, the term "strategic communications" has the following meaning: coordinated and proper use of the State's communicative capabilities - public diplomacy, public relations, military relations, information and psychological operations, activities aimed at promoting the goals of the State [10].

According to NATO representatives, the key components of the strategic communications implementation process are:

a) Understanding by the authorities of the society, its information and involvement to promote interests and goals through the influence on perception, attitudes, beliefs and behavior;

b) Coordination of actions, images, policy and planning support to achieve overarching strategic objectives;

c) Recognition that all operations and activities are important components of the communication process, because everything that the communication center says and does or fails to say and do has predictable and unpredictable consequences for target and non-target audiences;

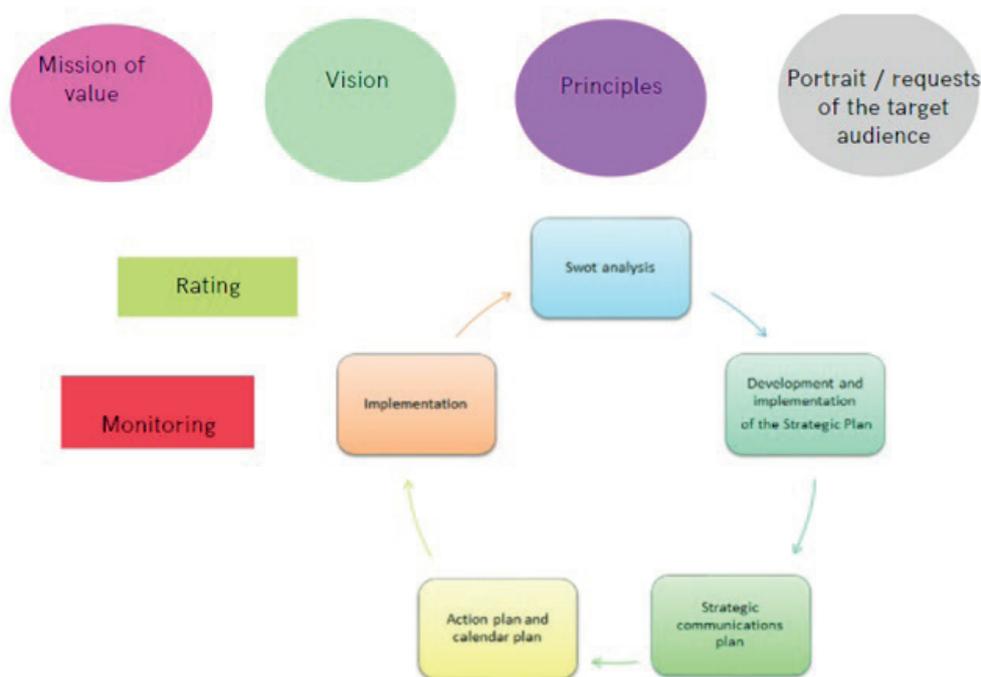
d) Recognition that strategic communications is not additional actions, but makes the integral part of the planning and implementation of all operations and activities [6].

In general, the strategic communications system can consist of the following elements:

- Strategic narrative;
- Crisis and anti-crisis communications;
- Creation of own information channels

- Taking into account time and speed for updating information
- Not to inform, but to "listen / consult / involve";
- Cooperation between institutions and government agencies;
- Political neutrality, etc.

If we determine the general algorithm of strategic communications (Fig. 1), we offer one of the options for modeling the communication strategy of the state body (in our opinion, the model can serve as a guide in building the communication strategy of the state body, regardless of its scope):



**Fig. 1. The general algorithm of strategic communications**

When determining the sections that "head" the process of constructing a communication strategy they can be united in the first preparatory stage, or the State body branding stage. Also, it should be noted that the first three substages, such as: the definition of mission, values, visions and principles of the State body are determined as priority only for newly formed institutions, for the remainder - the following two variants can be used:

- First of all, these stages are leveled (i.e mission, vision, etc. do not change and remain as they are);
- Secondly, are specified, more briefly formulated, if the format of communication strategy requires.

If we are talking about the origin of the State body, the beginning of its existence,

then in the process of building a communication strategy, we will work out all these substages in the following sequence:

1. Form State body's mission. Mission is a social purpose, the main function of the State body in society. Mission is determined once during the existence. Values are combined for employees of your state body (for example: patriotism, humanity, teamwork, decency, etc.) are formulated so as to demonstrate the attractiveness of the body not only for service users, but also for their own or potential employees.

2. Determine the vision, which is a statement, idea, logical design of the imaginary, desired state of the State body in the future.

3. Describe the principles of activity - legislative, starting principles, ideas, provisions that are the basis for the formation, organization and functioning of public authorities.

4. Make a portrait of the target audience and its requests. From this stage, the second stage begins - meaningful, this is actually the beginning of the process of developing strategic communications for those who already have a mission, values and principles of activity. The definition of the target audience should become a starting point in this activity, since the target audience requests are more "mobile" and require constant analysis and specification. When defining the target audience it is important to identify "not all", but to develop the target audience for the so-called core - the main users of the services of the State body, and the rest of the audience by groups. The important key parameters for determining the target audience are its habits and capture, and not age, gender and income level. One of the most common tools for determining the target audience is the 5W method of Mark Sherington, which provides for the answer to 5 questions: What?, Who?, Why? When?, Where?.

5. Implement SWOT analysis - this stage allows you to conduct a thorough analysis of the "weekend" conditions on the classical algorithm of this method: to determine the strengths and weaknesses of the State body; submit opportunities and threats from outside.

6. Drawing up or correlate the strategic plan- this stage can be implemented in two ways:

- Drawing up of the new strategic plan;

- Taking the basis of the already approved strategic plan. Main issues with strategic planning:

- What are we strive for;

- Where we want to be after a certain period of time;

- What resources we have and what bothers us (partially determined during SWOT analysis)

- What exactly should we do.

The fifth and sixth stages of the preparation of strategic communications require careful analysis of the conditions in which the state body begins a new stage of activity.

7. Compile the communication strategy. The communication strategy is defined as organized, planned, aimed at supporting the long-term strategic objectives of the development of the State body in the information and communication space must be

documented in the form of the Action plan [4].

So, D. Konyk, notes that the development and implementation of the communication strategy will allow the State body to provide: the timely dissemination of affordable and reliable information on the relevant themes; promote the introduction of practices and behavior of representatives of target audiences that are priority for the State body; provide effective communication with all stakeholders, including priority target audiences; use for efficient communication all the available potential of the body and its partners; wider use in communication work methods of bilateral communication [8, P. 49].

The peculiarity of this stage lies in the need of:

- Correlations of the communications strategy and the strategic plan of activity of the State body, taking it as a basis for the compilation of the communication strategy;
- Register the communication mechanism during the crisis, identify crisis communications.

8. Enter the Action plan and a calendar plan. These two documents begin the third stage - the execution step. At this stage, two types of plans should be determined: the Contents plan and the Calendar plan, which make it possible to specify our intentions on strategic communications.

At the same time, the Contents plan should include the following sections :

- Target audience (To whom?);
- Key message (WHAT we want to inform to the target audience);
- Communication channels (WHERE the communication must be carried out)
- Optimal formats and tools (How?);
- Communication results (What results do we expect?).

The Calendar Plan consists of a step-by-step plan of measures, which defines responsible persons for each separate measure, specific implementation periods.

9. Carry out monitoring and assessment of the communication strategy implementation. According to, K. Lozovska, monitoring of communication results means holding periodic inspections to determine the correctness and effectiveness of accepted measures and planned actions. In the process of the communication strategy implementation, according to the results of interim monitoring and assessments, changes in the strategy are envisaged. In the process of monitoring, the number of indicators must be optimal, they must be easily implemented and periodically distributed throughout the life cycle of the communication strategy, activities.

According to the results of the communication strategy development, the communication matrix can be formed in the following parameters:

- Target audience;
- Strategic task and expected change in behavior;
- Key messages (message) information product / materials for justification;
- Information reasons; Communication channels;
- Evaluation / Feedback.

Such a matrix is required for the overall assessment of the strategy communication effectiveness and its individual measures and monitoring [4, P. 208].

In general, monitoring and estimate are final in the stages in the development cycle of the communication strategy and provide: communication between efforts and results, the justification of the possibility of achieving results, demonstrating the logical of strategic communications, the schematic value and concreteness of the planned events.

**Conclusions and prospects for further research.** Thus, we can note that in the process of establishing the effective interaction of the State bodies and the society should be ensured by strategic planning of communications, which is practical instrument of which is a communication strategy. Among the prospects for further research, we note the need for the detailed disclosure of each of the presented stages of constructing a communication strategy, identifying the features of their development and implementation, building a program for training specialists in communications among civil servants.

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**LEGAL STATUS OF THE DIRECTORY OF THE  
UKRAINIAN NATIONAL REPUBLIC AS A BODY  
OF COLLEGIATE AUTHORITY  
(NOVEMBER 1918 - NOVEMBER 1919)**

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**Annotation.** *Restoration of Ukrainian statehood in the era of the Directory of the Ukrainian National Republic, which came to power through a rebellion, and which wanted to restore the democratic values of building a Ukrainian state during the Central Rada. The Directory was created as a revolutionary body that was to exist temporarily and transfer its powers to the body of representative power; but internal disputes of political leaders over the formation of state policy in public spheres of life. As a result, the state body became authoritarian with humanistic ideals.*

**Keywords:** *legal status, state body, Directory, Ukrainian National Republic, Ukrainian statehood, collegial body.*

**Problem statement.** The historical path of the development of Ukraine and Ukrainian statehood is extremely complex and multifaceted. The state-building processes of Ukrainian construction have deep roots and continue up to these days. The development of modern Ukraine is impossible without a profound study of state-building processes taking place during the Ukrainian revolution of the early twentieth century. An important stage in the state-building process was the period of the Ukrainian revolution of 1917-1920, where a special place is occupied by the period of the Directory's rule. It was the longest (almost two years) and is characterized by the fact that Ukraine was in a difficult geopolitical and domestic political situation. The political system of the Directory era is characterized by the apogee of the Ukrainian revolution, the territory of the country in turn, and even simultaneously occupied by foreign troops of Poland, Romania, the Entente, the White Guards, the Bolsheviks. In such conditions, the state apparatus and the mechanism of governing the republic were developed.

**The state of the study.** This problem is the subject of research of both domestic historians and legal scholars, researchers of state and legal phenomena of the Ukrainian Revolution of 1917 - 1921. Among the large array of cases should be noted the works of P. Gai-Nyzhnyk, J. Dzeiko, O. Kopylenko, M. Kopylenko, D. Kostiv, I. Terliuk, O. Boyko, R. Panasyuk, A. Prysyzhnyuk, D. Yanovsky. Memoirs of participants of political processes of 1917-1920, in particular M. Shapoval, M. Stakhov, M. Omelyanovich-Pavlenko, V. Vynnychenko, P. Khrystyuk, as well as normative-legal documents, laws and resolutions were used as sources in the work: « Recall of the Directory of the Ukrainian National Republic », " Simon Petliura's Universal", "Declaration of the

Ukrainian Directory made by the Directory ", " Law on the Composition of the Directory of the Ukrainian National Republic ", Resolution of the Labor Congress" On the Form of Power in Ukraine ", Provisional Law of the Council of People's Ministers on the force of laws, on the procedure for drafting laws and on the forms and procedure for their promulgation ", " Provisional Law on the Procedure for Introducing and Approving Laws in the Ukrainian People's Republic ", " Universal of the Labor Congress ".

**Research methodology.** The methodological basis of the article is a dialectical approach to the analysis of state and legal events. The use of this method will help to explore social trends and processes that were characteristic of the state-building processes of the Ukrainian National Republic during the Directory, as well as used general theoretical principles and modern research tools - philosophical, general and socio-scientific methods based on determinism and history.

The purpose of the publication is to show the legal status of the Directory, as a collective body of state power of the restored UNR, in the period from November 1918 to November 1919, when all power passed to S. Petliura.

**Statement of basic provisions.** From the very beginning of the formation of the Hetmanate of P. Skoropadsky, internal opposition to him began to form. A few weeks later, a single center of the struggle against the Hetman was formed. Thus, in May 1918, the Ukrainian National State Union was formed, which was soon renamed the Ukrainian National Union (UNU). E. Konovalets called it "the highest body of political representation of the population and the body of public control [13, p. 2] ». The UNS united under its wing all political forces that did not agree with the policy of Hetman P. Skoropadsky. The core of the national union was the pro-socialist parties, namely the Ukrainian Social Democratic Workers' Party (USDRP), the Ukrainian Party of Socialists-Revolutionaries (UPSR), the Ukrainian Party of Independent Socialists (UPSS), and the Ukrainian Party of Socialists-Federalists (UPSF). An important shortcoming of the union was the fact that no legal documents were developed, which prescribed its work after the uprising, as well as its reorganization and merging into the state structure of government [18 p. 242-243].

On November 13, 1918, a secret congress of the Ukrainian National University took place, at which a temporary supreme body, the Directory, was formed. The name of the body was taken from the Great French Revolution. In France, the body was elected by two chambers, the Council of Five Hundred and the Council of Elders, and in the Ukrainian People's Republic, political parties and NGOs. It was a collegial body of emergency power, which included V. Vynnychenko, S. Petliura, F. Shvets, A. Makarenko and O. Andrievsky. V. Vynnychenko was elected chairman. P. Gai-Nyzhnyk and M. Stakhiv believe that the imprisonment of S. Petliura prevented him from heading the Directory because he led an active underground work in the fight against the hetmanate, and also chaired the All-Ukrainian Union of Zemstvos, which held anti-Hetman positions [7, with. 21]. From the first day of the Directory's establishment, the political rivalry between V. Vynnychenko and S. Petliura for presiding over it stood out, which affected the efficiency of its work. With the beginning of the rebellion, V. Vynnychenko issued

a recall of the Directory of the Ukrainian People's Republic dated 15.11.1918, which stated that the UNS is the highest representative body of Ukrainian democracy, and the Directory is a body elected by the national union [5]. On the same day, S. Petliura published the Universal, which was announced in Bila Tserkva without the consent of the members of the Directory. In the Universal, S. Petliura declared himself the supreme commander of the troops of the Ukrainian Republic [3 p. 376]. Internal disputes between the political elite affected the country's international position. The Ukrainian People's Republic (UPR) could not find an ally to support it in state-building.

One of the problems in the first months of the Directory's work was that the National Union when creating the state body did not adopt the program it was supposed to work on after the overthrow of P. Skoropadsky. The powers of the Directory and the National Union were not separated, which later led to inconsistencies in the development of the state apparatus. The Mohyliv-Podilsky branch of the Ukrainian National Union delegated 10 of its members to the city council, in which the main backbone was the USDRP. They saw UNS delegates as a national and cultural center, not as political allies. The branch of the union appealed to the main center of the ONS and the Directory with a request to explain their functions and powers [9, f.37, op, 1, file, 490, Ark. 491]. We find similar information in the memoirs of P. Andrievsky.

During the November-December 1918 rebellion, the Directory, as an emergency body, began to take the first steps in state-building. The administrative and managerial apparatus was formed. It included: the Council of Heads of State Affairs, the Ukrainian Military Revolutionary Committee.

The Council of Heads of State Affairs dealt with the civilian life of the country on behalf of the Directory, but it left no noticeable trace, ceased to exist with the arrival of the Directory in Kyiv [17].

The Ukrainian Military Revolutionary Committee was formed under the Central Committee of the Ukrainian Social Democratic Workers' Party. It was headed by V. Chekhov. At the time of its creation, the Revolutionary Committee was preparing an uprising throughout Ukraine, and during the anti-Hetman rebellion, it was a representative of the Directory in Kyiv. The committee was engaged in intelligence, sabotage, and propaganda work. After the capitulation of P. Skoropadsky on December 14, 1918, the Council of Commissioners was established under the committee. It was the first body of executive power to operate from December 14 to 24, 1918. Its responsibilities included overseeing the work of the hetman's ministries and ensuring the work of the country during the formation of state authorities. From the first days, the Council of Commissioners began to form a new state apparatus. By order of the Directory, the Secretary of State and the Ministers of Finance have been appointed: land affairs, public health and guardianship, labor, and Jewish affairs. The responsibilities of the ministers included the formation of a new staff of government officials. The Ministry of Justice was instructed to develop a bill on the procedure for approving laws. The Council of Commissioners did not have clearly defined job responsibilities of commissioners and regulations that defined the organizational and legal basis of its activities. The decision

of the Revolutionary Committee of December 14, 1918, was taken as a basis in the work of the body. Having no clearly defined list of duties of commissioners, they worked based on their understanding of the situation [6 p. 216].

The directorate was to control the Council of Commissioners according to the following structure: V. Vynnychenko - the Ministries of Interior, Foreign Affairs, Labor and the State Secretariat; S. Petliura - Ministry of Military and Naval Affairs, as well as Art and Public Health; O. Andrievsky - Ministries of Justice, Food, Cult Administration and State Control; F. Shvets - Ministries of Land, Public Education, Finance, Trade and Industry; A. Makarenko - Ministry of Posts and Telegraphs and Roads [8].

On December 24, 1919, the Council of Commissioners transferred all its powers to the newly created Council of National Ministers, which passed a bill dated 23.12.1918, according to which all document circulation in state bodies was conducted in Ukrainian [3 p. 402], and on December 26, 1918, adopted the "Provisional Law of the Council of People's Ministers on the force of laws, on the procedure for drafting laws and on the forms and procedure for their promulgation", according to which legislative activity belonged to members of the Directory, the Council of People's Ministers, individual ministers and individual chairmen. departments. Laws were submitted to the Council of People's Ministers through the State Chancellery under the signature of the relevant minister or head of a separate department and on the certificate of the director of the department. Laws were passed by a majority vote, and with an equal number of votes, the majority vote prevailed. The law was then passed to the State Chancellery for signature by the Secretary of State. The signed bill was submitted for approval to the Directory [16, f.1429 op, 2, spr, 5, Ark. thirteen]. The Directory was given the right to veto, return to the Council of Ministers for revision, or finalize the relevant bill [3 p.395]. The draft law approved by the Directory was submitted for certification by the Secretary of State to the Chancellery, and then for an announcement in the Bulletin of the Council of People's Ministers.

After the victory in the rebellion, all power was to pass to the Cabinet of Nation Ministers, but the Directory was in no hurry to transfer power and continued to remain the highest state body of the UPR. In addition, she also illegally took over the judiciary. Thus, on December 17, 1918, the Directory declared P. Skoropadsky a criminal in a formal trial [18, p. 245].

After overthrowing the hetman, the Directory was in political uncertainty. The political uncertainty of the Directory in national matters led to fluctuations of the main sections of the population, stratification of the ruling elite, as well as the fact that members of the body were elected by moderate and liberal-democratic forces, and uprisings were organized by radicals who expected radical changes and reforms [18, p. 36]. P. Khrystyuk mentions in his memoirs that the first two Sundays the Directory was engaged in inaction and celebrating its victory [15, p. 10].

Almost two weeks after the overthrow of the hetman and the capture of Kyiv, the first program document of the new government was issued - the Declaration of December 26, 1918. Scholars K. Kostiv and M. Stakhiv characterize this document as a temporary

Constitution of the Ukrainian People's Republic. The act consisted of a preamble and 11 sections. It regulated social and state relations and proclaimed that the UNR is a peaceful and neutral state based on the principles of neutrality and peaceful coexistence with other peoples. The declaration set the task of reconciling all national minorities living in the territory of the Ukrainian People's Republic. At the same time, the Declaration laid a stumbling block in the development of statehood. Statehood was to be based solely on "labor democracy" and not as in European countries in general. This model of democracy was more similar to "Soviet" than "European" [14].

After the proclamation of the "Declaration of the Ukrainian Directory made by the Directory", it was stated that the Directory is the supreme body of the Ukrainian People's Republic. It combined legislative and executive power until the convening of the Congress of the Working People of Ukraine. The declaration was the first legal document to prescribe the place of the Directory in the state apparatus of the Ukrainian People's Republic.

Before the convening of the Congress of the Working People of Ukraine, disputes took place between the civil and military administrations. The military wanted to lead a military dictatorship and offered to lead it to V. Vynnychenko. Because of this, he spoke negatively about the military: "At a time when almost every officer (not to mention the atamans) had for himself, for his wife, for relatives and acquaintances one or more cars, members of the government, ministers often had to walk, because in them the first best officer could take a car on the street, not paying any attention to the certificates and protests of the minister "[4, p. 239]. In addition to the contradictions between the administrations, there were problems with the ideological foundations of Ukrainian statehood. Political parties and public organizations were divided into two camps: "Ukrainian Soviet statehood" and "European model of a democratic parliamentary republic." From the above, we can conclude that all these contradictions have negatively affected the work of the Directory.

Only after the meeting of the Labor Congress in January 1919, the law "On the form of government in Ukraine" of January 28, 1919, was adopted [3, p. 467], which prescribed a state mechanism for governing the republic.

According to this law, six commissions were to be formed (for the defense of the country, land; budget; foreign affairs; food affairs; cultural and educational). The composition of the commissions was to be formed by elections, proportional representation from all factions of the Congress at the rate of 1 representative from 15 congressmen. The main task of the commissions was to update the state apparatus [3, p. 467].

According to the Law "On the Form of Power in Ukraine", the Directory was delegated the following powers, which were in force until the next session of the Labor Congress, namely:

1. The supreme power was vested in the Directory, it could issue laws, which were then approved by the next session of Congress. All legislative power between sessions of the Labor Congress belonged to her.

2. Executive power belonged to the Council of People's Ministers. Its composition

was formed by the Directory and in the intervals between sessions of the Labor Congress was under its control.

The Labor Congress also adopted the Universal of the Labor Congress, which can be called a constitutional act which established the mechanism of work of the state apparatus, the functions of the Directory, the Council of People's Ministers and local authorities. The highest power in Ukraine belonged to the Labor Congress in between meetings belongs to the Directory. Executive power was to belong to the Council of Ministers but was under the control of the Directory [3, P. 425].

According to the "Provisional Law on the Procedure for Introducing and Approving Laws in the Ukrainian National Republic" of February 14, 1919, the Directory was given the right to adopt laws and resolutions in emergencies without the direct approval of the Council of National Ministers. They were handed over for certification to the director of the Directory and passed to the State Chancellery for publication [11, P. 23 - 24]. This law formulated the principles of the state structure in Ukraine for the period of the forced break in the work of the Labor Congress.

In January 1919, Bolshevik Russia resumed its offensive on Ukrainian territory. In cooperation with the local atamans, the Left Bank was captured, and on February 5, 1919, the city of Kyiv was captured. The Ukrainian government was forced to leave the capital. In February 1919, the state apparatus collapsed. On February 10, Chairman V. Vynnychenko resigned from the Directory and S. Petliura was appointed in his place. On March 12, following the resolution of the Labor Congress, E. Petrushevych, President of the Western Ukrainian National Republic, was introduced into the Directory, but he did not participate in the meetings of the state body. In April, there was an attempt at a coup d'état by General-Cornet V. Oskilko, but it was unsuccessful, which served as a withdrawal from the Directory of O. Andrievsky.

No legal documents were certifying the withdrawal of members of the Directory. Only on July 11, 1919, in the Bulletin of State Laws for all lands of the Ukrainian People's Republic was published "Law on the composition of the Directory of the Ukrainian People's Republic" which prescribed:

1. Laws and resolutions of the Directory had legal force only when S. Petliura took part in the meetings. The documents came into force after they were signed by Chief Ataman and two members of the Directory.

2. The Directorate had the right to adopt a resolution on the withdrawal of one of the members of the Directory if it was not necessary for the interests of the state. This resolution came into force after its signing by three members of the Directory. One of the signatures had to be the Chief Ataman [12, P. 1].

In the period from January to November 1919, the Directory began to be constituted into public authorities, and all other public authorities began to play a secondary role in state-building. On November 15, 1919, after the adoption of the resolution of the Directory, S. Petliura became the sole leader of the Ukrainian People's Republic during the Directory. The Directory, as a collegial body, ceased to exist [18, P. 359]. Chief Ataman S. Petliura, on behalf of the Directory, began to approve laws and resolutions of

the Council of People's Ministers.

**Conclusions.** Thus, the Directory was a collegial body of emergency power, which was created by the Ukrainian National Union to overthrow the power of P. Skoropadsky and was to exist until the convening of the Labor Congress of Ukraine. We believe that the Directory, which proclaimed itself the highest body of state power during the period from November 1918 to January 1919, operated without clearly defined powers. Under her leadership, the Council of Heads of State Affairs, the Ukrainian Military Revolutionary Committee, and the Council of Commissioners were established. Constant internal disputes between members of the Directory and disputes between civil and military administration, ideological differences in state-building, as well as external factors, led to the Directory becoming the supreme body of the Ukrainian People's Republic, which included executive, legislative and partial judiciary, whose legal status was not spelled out in the laws of the UPR. The board did not have clear responsibilities and there was no document outlining its internal structure and responsibilities.

On November 15, 1919, after the adoption of the resolution of the Directory, S. Petliura became the sole leader of the Ukrainian People's Republic during the Directory. The Directory, as a collegial body, ceased to exist.

Prospects for further research in this area are the systematization of knowledge in the field of social and legal relations during the formation of Ukrainian statehood in 1917 - 1921, as well as the effective application of conclusions obtained during the study to write lectures, special courses on Ukrainian statehood.

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## **SOCIO-CULTURAL SCIENCES**

### **METHODOLOGICAL APPROACHES TO CULTURE-BASED STUDIES: THE METHOD OF SOCIAL ASSEMBLAGES**

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**Annotation.** *The aim of the paper is to reveal the specifics of the methodological approaches to culture-based studies and characterize the method of social assemblages. The American philosopher Manuel Delanda is the author of a work on the theory of assemblages and social complexity. Since culture-based studies are related to the social sciences, it is appropriate to refer to the ontology of society. The results of the study can be used in the construction of educational programs in the field of cultural studies, sociology of the culture and philosophy of the culture.*

**Keywords:** *culture-based studies, the method of social assemblages, social sciences, ontology of society, culture.*

**The relevance of work.** The American philosopher Manuel DeLanda (born 1952) is the author of *A New Philosophy of Society: Assemblage Theory and Social Complexity* (2006). Since culture-based studies are related to the social sciences, it is appropriate to refer to the ontology of society. M. DeLanda offers a new approach to this. He turns to the theory of assemblies, the conceptual apparatus of which is connected with the works of Gilles Deleuze and Félix Guattari. As the methodological field of this work, the theory of assemblages, developed by Manuel DeLanda, seems to be the most relevant, since it is able to give a scientific description of the concept of assemblage, identify the ontological prerequisites for its formation and substantiate an excellent interpretation of ontological realism.

**Analysis of recent research and publications.** The method of social assemblages is a fairly new concept that opposes the fashionable speculative realism. Social assemblies, one way or another, are the subject of research by M. DeLanda [6, 7], P. Pond [13], E. Y. Jae [11], O. Karaman [12], etc. In addition, this article draws on findings from culture-based studies by D. W. Brock [1], S. Carof [2], D. Charrieras [3], R. Collins [4], F. Cusset [5], M. Rubin [14], S. Hazareesingh [10]. The theory of assemblage in this article is considered based on a comparison with the institutional approach. In this case, we relied on the work by Y. Gingras [9] and M. Douglas [8].

Demonstrate how the methodology of social assemblages by M. DeLanda is embodied in culture-based studios. Compare the method of social assemblages with the institutional method.

**Research methodology.** The comparative method was applied when comparing two

approaches to culture-based studies: the method of social assemblages and the institutional approach [1]. The comparative method is one of the most common in various sciences. In many areas of human activity there is a need for optimal choice. This takes into account all the characteristics of the studied objects, as well as their comparison with the required criteria. Comparison is one of the main methods of cognition of the surrounding reality. The basis of this method is quite simple: the definition and comparison of individual phenomena of social, economic, political, cultural or other nature in order to identify characteristic similarities and differences. On the basis of the comparison, a conclusion of a reasonable or possible nature is made about the homogeneity of phenomena, about the similarity of their content, general orientation, and so on [3]. This allows you to use data about one object when studying another. If the study revealed some discrepancies, it allows to indicate the peculiarity, specificity and uniqueness of one phenomenon or object in relation to another. In addition, two guidelines were important for our study: theory of assemblages (M. DeLanda) [6, 7] and cross-cultural theory (M. Douglas) [8].

Assemblages are constructions or dynamic relations that exist in the form of autonomous wholes, which, in turn, consist of heterogeneous parts of any nature, which are also assemblages. These parts and wholes have equal realities, so it is impossible to reduce the whole to the sum of parts or to deduce parts from the whole. Any relationship between assemblages or “inside” assemblages is an external relationship [2]. Applying this theory to society, M. DeLanda bypasses three types of reductionism:

- a) microreductionism, which represents society as a set of atomized individuals;
- b) macroreductionism, which asserts the origin of individuals from the social structures that stand above them;
- c) mesoreductionism, which allows the existence of an intermediate level that defines individuals and structures simultaneously [7].

The theory of assemblages aims to move away from the metaphor of the organism, which has become very popular since the nineteenth century. M. DeLanda emphasizes that this metaphor is one of the greatest obstacles to the “adequate ontology of society” [7, 17]. The meaning of this metaphor is as follows: there is some analogy between society and the human body; social institutions must work in harmony for the good of society, just as the organs of the human body interact as if they were a whole organism. However, the metaphor of the organism lost its meaning when sociologists abandoned functionalism [4]. However, this metaphor continued to be included in most sociological theories. In this case, it is appropriate to talk about the general theory of analogy between parts and whole. The key to such a theory is the so-called “relationship of interiority”, when “parts-components are constituted by relations with other parts in this whole” [7, 18]. The whole, the components of which are self-sufficient and are in “exterior relations”, is not an organic unity. Thus, within the framework of such a concept of integrity, it is a confusing unity, parts of which are in a relationship of strict mutual determination.

According to M. DeLanda, it is necessary to move away from this concept and metaphor of the organism and allow the possibility of complex interactions between the constituent parts of the whole. That is, it is necessary to challenge the idea of interior

relations. An alternative to organic totals is the theory of assemblages. Here the integrity, which is characterized by exterior relations, comes to the fore [5]. First of all, these relations presuppose that an integral part of the assembly can be separated and moved to another assembly, with other (different) forms of interaction. This means that the exteriority of relations implies a certain autonomy of the elements associated with these relations: “the relationship can change – even if the elements remain unchanged” [7, 20].

In addition, the relations of exteriority lead to the conclusion that the properties of the constituent parts can never explain the relations through which the whole was formed: “relations do not have as their own causes the properties [of the constituent parts] between which they are established” [7, 20]. However, their cause may be a manifestation of the properties of the components. The reason why the properties of a whole cannot be reduced to the properties of its parts is that they are the result not of the aggregation of the properties of the components, but of the actual manifestation of the abilities. These abilities, in turn, depend on the qualities of the components, but are not limited to them, because they include references to the properties of other entities involved in the relationship. Exterior relations ensure that assemblies can be disassembled, while suggesting that interactions between parts can result in synthesis.

There is another difference between the assembly and the metaphor of the organism [6]. The body – a seamless web (seamless web) – cannot be thought of other than the synthesis of parts. This means that the connections between the components form logically necessary relations, which make the whole a whole. But in the assembly, this relationship can only be contingently binding [10]. To consider the organism (in this case culture) as an assembly means that, despite the close relationship between the organs that make up the organism, the relationship between them is not logically necessary, but is instead only contingently mandatory as a historical the result of their coevolution.

M. DeLanda also notes the dimensions of the concept of assembly:

a) The first dimension (axis) determines the variable roles of the components of the assembly (from a purely material role at one end of the axis to a purely expressive – at the other);

b) The second dimension, in turn, identifies the variable processes where these components are involved and which either contribute to the stabilization of the identity of the assembly, increasing the degree of internal homogeneity or clarity of its boundaries (territorialization processes), or destabilize it (deterritorialization processes) [11].

It should be emphasized that the same assembly may contain components that contribute to the stabilization of its identity, forcing it to change or even transform into another assembly. The same component can participate in both processes using different sets of abilities. M. DeLanda gives several examples that are relevant for this work:

a) Assemblies of human bodies: social assemblies have a large number of components that play a material role, but they also contain many human bodies, in some way oriented (physically and psychologically) to each other [12]. Classic examples of such assemblies are *tete-a-tete* conversations, interpersonal networks (which are the structural basis of communities), hierarchical organizations (which govern cities and even states) [13].

Networks of communities and institutional organizations are also assemblies of human bodies, but they also differ in a number of other material components: from manual labor and food to simple devices and complex machines, buildings, and even neighborhoods.

b) M. DeLanda equates extralinguistic forms of expression to linguistic, because they play an equal role for culture in general and social relations in particular. Just as important is such a component of the interpersonal network as the solidarity of its members (participants). This solidarity, in turn, can be expressed by linguistic means (promises, oaths) or by non-verbal, behavioral means (solidarity, which is expressed through common sacrifices – usually without words at all).

c) If we talk about hierarchical organizations, they depend on legitimacy and its expression, which can be embodied either linguistically (in the form of opinions on sources of power) or behaviorally (the very fact of public execution of commands or orders without physical coercion expresses acceptance of legitimate authority).

d) The concept of territorialization, first of all, should be understood literally: every act, every action is tied to a certain place (for example, *tete-a-tete* conversations can take place in a cafe, on the street, etc.). Similarly, many interpersonal networks define communities that occupy a clear place and, consequently, have clear boundaries. Therefore, the processes of territorialization are, first of all, such processes that delineate or sharpen the spatial boundaries of certain territories. On the other hand, territorialization refers to non-spatial processes that increase and enhance the internal homogeneity of the assembly.

e) Processes that, on the contrary, enhance or increase the internal heterogeneity of the assembly, are processes of deterritorialization. M. DeLanda considers as such an example of deterritorialization communication technologies (from writing to the postal service, telegraphs, telephones, etc.), which blur the spatial boundaries of social entities, eliminating the need to concentrate in one place.

e) If territorialization provides the first articulation of components, then coding (performed by genes – in biological realities, or words – in social realities) – the second articulation, which consolidates the effects of the first and stabilizes the identity of assemblies. In addition, in both biological and social realities, there are decoding processes that create assemblages and do not fit into the metaphor of the organism. A simple social example of the decoding process is an informal conversation between friends. Thus, as social assemblies, such conversations are not characterized by durability or duration of interpersonal networks, but they have a rule of priority [7, 21–26].

In characterizing the cross-cultural theory of M. Douglas, it is necessary, first of all, to clarify the essence of the term “cross-cultural”. The very concept of “cross-cultural” means one that exists at the crossroads of cultures and creates a kind of independent culture [14]. Therefore, cross-cultural research is carried out on the border of anthropology and related sciences (sociology, culturology, psychology, economics, political science, etc.). These studies use data from different communities collected in the field. The purpose of cross-cultural research is to study social behavior and test hypotheses about cultures of similarities and differences. Cross-cultural studies are not identical to comparative

studies because they involve a wider sample. The following parameters are used as variables in cross-cultural research:

- a) ecological system: physical environment, resources and geography;
- b) methods of exploitation of the environment: the system of livelihoods: agriculture, harvesting, industry;
- c) socio-cultural system (non-individual): institutions, norms and values, social roles;
- d) individual system: perception, learning, motivation, subjective culture;
- e) interindividual system: patterns of social behavior [9].

Thus, M. Douglas's cross-cultural theory assumes that cultural research addresses culture in its institutional (institutionalized) form and concentrates on the following issues: institution as a collective consciousness; features of survival and functioning of small and latent groups; analogies as the basis of institutions; identification, classification, memorization and forgetting as functions of institutions; the connection between institutions and issues of death and life [8].

**The scientific novelty of the research.** To show culture as an autonomous entity, which, in turn, consists of the same autonomous entities, is not a new trend. In this work, the method of social assemblages is applied to the culture-bases studies themselves, that is, to the metalanguage of describing culture.

**Conclusions.** In fact, culture is conceived by the texture of the social, and the social world itself – not as people, objects or actions, but rather as meanings and meanings attributed to them. In contrast to wholes, parts of which are interconnected by relations of interiority (relations that constitute the very identity of parts), assemblies consist of parts that are independent and articulated relations of exteriority, so that a part can be separated and transformed into a component another assembly. Assemblies are described in two dimensions: in the first dimension there are variable roles that can be performed by a component, from a purely material role to a purely expressive; the second dimension characterizes the processes in which all components participate (processes that stabilize or destabilize the identity of the assembly: that is, territorialization and deterritorialization). However, this list may include a third dimension: the axis that defines the processes in which specialized means of expression intervene (processes that bind the identity of assemblies, or – conversely – give assemblies some freedom for more flexible functioning: these are coding processes and decoding). All these processes are recurrent and their repetitions, which can vary, synthesize entire populations of assemblies. Other synthetic processes in these populations, which can also be called territorialization or coding, but which usually involve completely different mechanisms, create larger assemblies, which often include components (members) of the original population. Social assemblies contain mechanisms that, in addition to causal interactions, include reasons and motives. Culture-based studies, according to the positions of M. Douglas, have in the center of their interest culture in its institutional form, but their interdisciplinary direction concerns more “communication”, and historiographical – respectively, “transmission”.

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## **PEDAGOGY AND PSYCHOLOGY**

### **ECOLOGICAL FACTORS OF PSYCHOSOMATIC DISORDERS IN THE CONTEXT OF THE TRANSFORMATION OF THE HEALTHCARE SYSTEM**

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**Annotation.** *The problem of interrelation of professional activity of the person in eco-environment and its psychosomatic health is considered. It has been shown that maintaining psychosomatic health is possible if professional requirements meet personal potentials, the most important of which is resilience. The potential risk and environmental factors of psychosomatic disorders are analyzed.*

*It is noted that the self-awareness of the individual of his essence as a holistic structure, the activation of individual development processes allow to form life tactics aimed at maintaining and restoring their own health. The optimal ratio of the structural components of the personality and the maintenance of hierarchical subordination of levels ensures the preservation of basic intrapsychic connections, stability and stability of the psyche at this stage of development (structural aspect of health).*

*However, the dynamics of the interaction of these components and the degree of coherence of the main mental processes determines the unique nature of the individual's holistic and unique personality (dynamic or procedural aspect of health). A healthy personality is characterized by the orderliness and subordination of its constituent elements on the one hand, and the coherence of the processes that ensure the integrity and harmonious development, on the other. At the same time, health is an important indicator that characterizes the personality in its entirety, is a necessary condition for the integration of all components of personality into a single unique harmonious Self.*

**Keywords:** *psychological stability, psychosomatic health, psychosomatic disorders, eco-environment, ecological factors.*

**Formulation of the problem.** Modern realities of life in Ukraine cause problems in a person with mental health, whose life is associated with individual psychological properties and mental functions of his body. In modern conditions of transformation of the Ukrainian society factors of formation of the self-sufficient, integral and harmonious personality acquire great value. Social troubles, difficulties of adaptation and instability

of everyday living conditions are a difficult task for a person in everyday life.

We consider mental health as a level of psychological well-being, which is determined not only by the absence of mental illness, but also by a number of socio-psychological, biological, economic and environmental factors. Of particular importance is the mental balance of man in modern times. It is a necessary component of social adaptation of the individual in terms of maintaining its psychological stability in situations of increased stress.

The pathogenesis of ecologically conditioned mental destructions is reasonably associated with the concept of stress G. Selye (30s of XX century), which defines stress reactions as a non-specific reaction of the human body that occurs in response to adverse environmental conditions (the so-called "adaptive"). syndrome"). Thus, there is some ambiguity in the definition of "stress" as a factor that causes psychogenic disorders. We believe that stress in such conditions is due to a wide range of internal human conditions that occur in response to various extreme influences. In general, stress is defined as a set of physical, biophysical and mental reactions of a person to environmental stimuli or stressors. According to the theory of Cox & Mackay, stress should be considered as part of a comprehensive system of human interaction with the environment [6].

It is known that from birth to death a person leads his way of life in a certain ecological space, which directly affects him, and, conversely, he himself to some extent also forms this space, contributes to its development or destruction. The psychological state and mood of a person will depend on how this interaction takes place. Note that a poorly adapted ecological space (eg, dark or cramped room with musty air, cold or dim colors of work or living spaces) has a negative impact on the mental state of man. On the other hand, psychotherapeutic interventions are quite active now, in particular, such as aromatherapy, art therapy, nature therapy, which are based on the effective use of environmental factors (both natural and artificial) in the treatment of various mental illnesses, neuroses, depressive states, recovery optimal functioning of the human body and its efficiency [4].

Analysis of recent research and publications. In the works of V. Ananiev, Y. Yeliseyev, S. Kulakov, S. Maksimenko, I. Malkina-Pykh, V. Mendelevich, G. Lozhkin, N. Pezeshkian, G. Starshenbaum it is noted that the preservation of psychosomatic health of the individual is relevant problem, the solution of which means the achievement of harmonious development by the individual, maintaining the optimal psycho-functional state in the implementation of their own creative search and professional achievements [1, p. 54-73]. There is a need to identify and specify the relationship of human psychosomatic well-being in the eco-environment; in establishing the factors that would contribute to the preservation of her psychosomatic health, personal development in professional activities. It should also be noted that the state of mental health of the vast majority of the population and society in general is negatively affected by macrosocial and macroeconomic factors. Mental health is also distorted by factors of scientific progress such as informatization, globalization, materialization, socio-economic and political overload, and so on. The above determined the purpose and objectives of our

further study.

The purpose of the article is to substantiate the ecological component of human psychological health in the conditions of transformation of Ukrainian society.

**Presentation of the main research material.** The study of the ecological component of individual mental health in the conditions of transformation of Ukrainian society contributes to the formation of ecological competence of man in interaction with the natural environment. An integral component of a psychologically healthy personality is the formed ecological consciousness as the highest level of mental reflection of the social, artificial, natural environment and one's inner world; reflection on the role and place of man in the ecological space, as well as self-regulation of this reflection.

In the psychological literature, the ecological competence of the individual is seen as a manifestation of the ecological culture of man in the territory of its existence and livelihood. Modern challenges of the Ukrainian community pose a number of challenges to modern medical and psychological education, directly in the development, education and socialization of a person who realizes himself a patriot and citizen of Ukraine, able to live in socio-economic transformations and civilized interaction with nature, has a desire to self-improvement in the process of life, capable of conscious life choice and self-realization, etc. [1]. Indicators of the degree of fulfillment of these conventions are the level of formation of environmental competencies of modern man.

The Concept of the New Ukrainian School states that ecological literacy and a healthy lifestyle include the ability to use natural resources wisely and rationally within the framework of continuous development, awareness of the role of the eco-environment in life and psychological well-being, as well as the ability and desire to nature [2].

President of the American Geological Society E. Mures (1999) noted the society's underestimation of the role of the natural environment in the development of modern civilization, and he focuses on the misconceptions of educational institutions of developed countries about the content and practical significance of environmental consciousness [4, 5]. All these problems apply to the Ukrainian educational environment.

We will note that the most destructive influence on ecological consciousness of the person has ecological crises and ecological catastrophes. From the very beginning of mankind and to this day, man tends to influence environmental disasters such as earthquakes, fires, hurricanes, floods, solar eclipses, man-made disasters, epidemics and more. However, today their influence has increased significantly and has become much more threatening. Unexpected disasters have a variety of natures and are characterized as anomalous phenomena, due to the presence of two signs such as the reckless probability of eco-danger (disturbance of the natural balance) in each case and the particular complexity of its consequences. It is also worth noting that no matter what a catastrophe, it always occurs in a certain environment and, in essence, acquires the scale of an ecological catastrophe.

Exceptions, we note those natural disasters that bypass the halo of human existence and reckless catastrophic perception cause only in certain categories of the population and society as a whole. In addition to the mass death of people in some areas, they lead to

changes in the established way of life (such a change may be instantaneous or prolonged over time), mass stress, psychophysiological damage, growth of deviant behavior and more. The mobilization of efforts and resources to eliminate such consequences of catastrophes does not disappear without a trace for those who were not at the epicenter of events. However, the consequences of such catastrophes as the Chernobyl explosion and the nuclear bombings of Hiroshima and Nagasaki, which are located far beyond their own region, where the disaster occurred, are perceived by the majority as somewhat trivial.

Thus, an ecological catastrophe is an acute form of ecological pathology that has severe social and environmental consequences [5]. According to the level of sociality, ie the level of influence of the social factor that led to the environmental catastrophe, A. Prigogine identifies the following types of disasters: natural, environmental or socio-natural, technical, social [4].

We understand the ecological crisis as a process that takes place in the ecosystem, threatening the identity of the system or object. The ecological crisis is mainly of anthropogenic origin in the ecosystem, the characteristics of which are shifted under the influence of the human factor to the limits beyond which there is a threat of loss of this identity in the ecosystem. V. Krysachenko proposes to distinguish such types of ecological crises, the criteria of which are measured by the factor (mover), hierarchical status, object definition and the effect [5].

The impact of the ecological crisis on humans is carried out in two ways - direct and indirect. For example, when human life is conditioned by the presence in the ecosystem without negative consequences and in a situation where there is a real threat of human impact on the ecosystem up to a crisis and there is a threat to the existence of man himself. However, in modern society, man is mostly in an artificial natural environment, as a result of which environmental crises affect him indirectly and remotely. Such crises cause the emergence of a large part of the population, in the face of changes, such a psychological phenomenon as the crisis of identity. In essence, this concept means the loss of self-esteem, the inability (or difficulty) to adapt to their role in a changed society.

The identity crisis is characterized by the divergence of changing socio-economic relations and the rigidity of individual and personal attitudes and stereotypes of human behavior. There are four types of identity crisis: anomic (passive departure from difficulties); dissocial (intolerance, destructive style of behavior, intensification of aggression); negativist or passive-aggressive (veiled and hidden aggression, rigidity and orthodoxy of thinking); magical (irrationality and entering the world of mysticism) [4; 5]. As a result of this crisis, the following provisions can be identified in relation to modern ideas about stress: stress is seen as an individual-personal phenomenon; stress develops as a result of negative human interaction with the environment; individual psychological changes are characteristic not only during the experience of stress, but also in the corresponding reactions of the body to stress [1 - 5].

So now the harmonious influence of man on nature and its coexistence within the ecosystem is very important, without the consequences of the psychopathogenic influence

of this interaction. Relevant are the psychological aspects of human relationships with the environment (artificial, natural, cultural, social), which is organically included in human life and serves as an important factor in regulating its behavior and social interaction [2, 3]. The pathogenic effect on human mental health in conditions of environmental distress has been proven in the course of transcultural research in the survey of the population in extreme situations, in environmentally unfavorable regions, in areas of natural and man-made disasters, where there is also an increase in psychosomatosis (functional disorders, somatic diseases). organic destruction, which is based on quite significant negative psychological factors or distress) [4]. Such pathology has certain features of combination, synergy of a number of factors (including conditionally pathogenic); their somatotropism (a consequence of the coexistence of mental, somatic and neurological changes); coexistence of psychogenic and exogenous reactions, population and individual symbiosis of needs; sensitization (as a special vulnerability to new, somewhat isolated environmental impacts).

Instead, the indirect effect of these psychogenic factors was much greater not only on individuals but also on society as a whole. accordingly, in people who lived in areas contaminated with biochemicals, life changed suddenly. They lost not only their health, but also their natural psychological status (ability to work, friendly, often family, relationships, and, consequently, confidence in the future). There are personal changes such as rent guidelines, feelings of lost health, the position of "victim", "symptom of exclusivity", symptom of helplessness and feeling of "lost future", etc. The consequence of such a long action of internal stressors can be the disintegration of mental integrity of man, in the genesis of which there are various psychosomatic diseases, neuroses and psychoses.

A person's psychological health, as you can see, depends not only on the events that take place in his life (even favorable ones), but also on his reaction to them. So resilience in overcoming difficulties, self-confidence, maintaining faith in oneself, in one's abilities, a constant high level of mood, perfection of mental self-regulation are integral components of her mental health. The components of psychological stability include the ability to personal growth, the settlement of intra-personal conflicts (role, motivational, value); developed volitional regulation and relative (probabilistic) stability of the emotional state.

Given the above, psychological resilience (PS) is ensured by a number of physiological, personal and social factors. Based on the analysis of scientific sources and the results of our own research, it was found that hypertension is stimulated by the following factors: suppressed aggression, interpersonal conflicts; chronic intense anticipation; unresolved conflict; psychological inheritance; guilt; psychological rejection of the future, loss of faith and optimism, a high level of anxiety and motivation to achieve. The "portrait" of a person with hypertension looks like this: neat, conscientious, sociable, meticulous, punctual, vulnerable, self-critical and demanding of themselves, with prolonged stress show aggression, anger, fear, resentment; hypochondriac, constantly in unexpressed stress. Coronary heart disease is caused by tolerance and safety to the symptoms of the

disease; the action of a strong emotional stimulus; constant fear, aggression, a feeling of exhaustion; intense life rhythm, desire for success, social significance; obsession with success and career growth. The "portrait" of the individual is now as follows: emotional, hyperactive, overly sensitive, extroverted, purposeful, active leaders, demonstrative. The causes of cardiac arrhythmias include situational conflicts; internal overstrain, rejection of passionate desires, needs. Personal characteristics are as follows: excessive control over their feelings and protect their emotional world; conformists. Cardioneurosis is promoted by excessive dependence on parents; psychological traumas of childhood, depressive-symbiotic fantasies; self-defense in the form of hypochondriac mood. Patients with cardioneurosis are not independent, they are afraid of loneliness and separation from relatives; introverts, avoid difficulties; excessively care about their health, read a lot of medical literature [1, p. 70].

The development of ulcerative colitis is caused by the dominance of such personality traits as accuracy, punctuality, fairness, politeness, meticulousness with elements of obsession, excessive self-control. Gastric ulcer is caused by the predominance of such traits as egocentrism, envy, resentment, passivity, aversion to the world around, hostility, etc. [1, p. 64].

Researchers with skin disorders are distinguished by such features as a tendency to a passive position in interpersonal relationships, high sentimentality in relationships with loved ones, self-doubt, risk aversion, feelings of inferiority, social isolation, negativism, accompanied by fear, distrust, suspicion, anger and fear. In emotionally unstable individuals, there is also an interdependence in psychosomatic disorders of the gastrointestinal tract (CSF) and skin (SB) [1, p. 58].

In general, empirical research has revealed (Table 1) an inversely correlated relationship between psychological stability and the studied somatic disorders.

Table 1

**Relationship between indicators of psychological resilience (PS) and somatic disorders**

	ShKT	SS	ShP
High rates PS	0,027	0,017	0,033
Low rates PS	0,227**	0,257**	0,215**

\*\* – the correlation is significant at the level  $p \leq 0,01$

It was found that the average indicators of psychological stability of women are significantly higher than men ( $11.13 \pm 0.32$  and  $9.07 \pm 1.02$ , respectively). Analysis of the obtained data by K. Pearson's criterion  $\chi^2$  shows the presence of significant differences ( $\chi^2 = 16.87, p \leq 0.01$ ) of the average indicators of psychological stability of CG and EG. Thus, with the help of the comparison strategy it was stated that the reference control (psychosomatically healthy individuals) and experimental (individuals with psychosomatic disorders) groups have significantly different meanings and distribution of signs of psychological stability. The identified qualitative and quantitative differences became the basis of the formative strategy, the main task of which was to bring the

indicators of EG participants to the indicators of CG-reference, ie the restoration of psychosomatic health [1, p. 57].

Thus, resilience in overcoming difficulties, maintaining self-confidence, self-confidence, self-sufficiency, perfection of mental self-regulation – an integral part of mental life. Feelings, perceptions, experiences and evaluation of one's own life position determine the degree of resistance of the organism, its endurance to psychological discomfort and somatic disorders, which measures the resources of psychological stability of the individual. The ability to maintain a constant level of mood, to feel the emotional saturation of life, polymotivation of life - the signs of a harmonious life, which we sought to reproduce during psycho-correctional work, according to the results of the statement.

Thus, considering the environmental factors that affect human mental health, it is worth focusing on the definition of "human environment" as a set of objects, factors and phenomena of the eco-environment that directly surround a person and affect the living conditions, work, food, recreation, education and training, etc. Ecological factors also include the impact on human life of any biological (parasitic, viral, bacterial, prion and genetically modified organisms, biotechnology products, etc.), chemical (natural and synthetic, organic and inorganic), physical (vibration, noise), ultrasound, heat, infrasound, ionizing, non-ionizing and other types of radiation), social (water supply, nutrition, living conditions, recreation, work, education and training) and other factors that affect human health [1].

The most common environmental factors that adversely affect human life and health include air pollution, which causes psychosomatic disorders of the upper respiratory tract, allergies; expansion of the ozone hole, which increases the risk of skin disorders; pollution of surface water and drinking water, which leads to disorders of the intestinal cavity; soil pollution by waste (liquid and solid, industrial and domestic); use of GMOs; food contamination that causes allergies and mass poisoning); influence of non-ionizing and electromagnetic (mobile phones, IT technologies, base stations, etc.) radiation; magnetic storms and solar activity, etc. The multiplicity and peculiarity of the above factors influencing the psychosomatic state of the human body in the transformation of Ukrainian society should be considered in the context of psychodiagnostics of destructive effects on mental health, the formation of interventions and preventive measures to restore psychological stability in pathogenic influences.

**Conclusions.** Thus, as a result of the theoretical substantiation of the impact of environmental factors on human mental health, we investigated the role of psychological resilience and the impact of stress on the mental health of the individual. The ecological component of mental health has been studied, in particular the influence of the ecological environment on the mental state of an individual; the characteristic of concept, types and features of influence of ecological crisis in the conditions of ecological catastrophe on mental health of the person is given; the role of identity crisis as a consequence of social impact on its psychological health is considered. The main factors of human habitat that negatively affect his life, ability to work and health are highlighted.

Prospects for further research are to clarify and identify the factor weight of personal potentials that can ensure psychosomatic health in professional activities in the eco-environment.

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## I-CONCEPT OF JOINT FORCE PARTICIPANTS

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**Annotation.** *The article consistently covers the issues of substantiation, formation, development and self-creation of the self-concept. Modalities are revealed, the dynamics of psychological differences of these concepts and psychological features of formation of I-concept of participants of operation of the Joint forces are shown.*

**Keywords:** *self-concept, self-image, self-awareness, structure of self-concept, participants of the Joint Forces operation.*

**Formulation of the problem.** Scientific knowledge of the nature of the human self and self-consciousness in particular has a long history. It is known that the person for the first time becomes the person only when in it "I" is completely formed.

Definition of self-concept is one of the most pressing problems in modern psychological science. This is largely due to the versatility of this phenomenon, as well as a huge number of existing areas in psychology, each of which offers its own understanding of the subject.

The purpose of the article. To analyze the nature of the self in the fundamental research of leading scientists. Show the psychological features of the formation of the self-concept of the participants in the Joint Forces operation.

**Analysis of recent research and publications.** The self-concept arises on the basis of the interaction of the individual with society. Positive self-concept correlates with high human self-adaptation. This means that her inner world is dominated by caring for herself, self-esteem, self-acceptance, self-esteem, faith in success, optimism, trust and inner freedom and wondering what I will do [R. Burns [1; 2], K. Rogers [9], E. Erickson [7].

The introduction of the self-concept as a component of the psychological structure of personal adaptation is quite natural, given that the "self-concept" is the core formation of ontogenetic human development and characterizes not only the system of self-perception but also potential action, action and environment and self. I" (R. Burns [1; 2], W. James [5], E. Erickson [7], IS Cohn [8], K. Rogers [9], etc.).

Self-concept - a relatively stable system of personal perceptions of themselves, which is based on awareness and evaluation of their physical, characterological, intellectual and other properties. The self-concept includes those basic principles that define and regulate life, they form the core of the individual and move it forward.

The self-concept is not only a product of self-awareness, but also an important factor in causing human behavior, activity, ie such an internal formation that fundamentally mediates our personal position, and a set of social roles, and professional status, and

even our destiny [4].

One of the first psychologists to study the "I-concept" was W. James. It is he who owns the first and very profound theory of the personal self, which he considered in the context of self-knowledge. W. James transferred to psychology and substantiated the dual nature of self-awareness: the cognitive (partly the object) and b) that which knows (the subject), hence the two sides - the personality, the so-called empirical Ego, and the "I", the pure EGO. That is, W. James identified two aspects in a person's thoughts about himself - self-awareness and self-understanding. The first consists of focusing on one's own "I" and emotional identification with its properties, while self-understanding contains: 1) personal memories, 2) one's own cognitive images, 3) "I" theory, which can perform the function of integrating personal memories and images. The latter change in the process of development. Later, theories of "I" are dominated by personal values and goals. Thus, it is the social context that allows everyone to form through social interaction not only self-awareness but also self-understanding, through which we self-determine in the problem field of the space of actual and potential social relations [4, 5].

It is this methodological setting that allows psychologists to relate the concept of "I" and even in some cases identify it, on the one hand, with the concept of personality, on the other - self-awareness, substantiating the psychological realities they describe, from within the individual, in the form of internal psychoforms [4].

In the first decades of the twentieth century, not only many psychologists but also sociologists studied the self-concept. The main theorists were C. Cooley and J. Mead, who are representatives of symbolic interactionism.

C. Cooley and J. Mead, proposed to characterize the individual through social interaction. In their opinion, "I" and "Others" form a whole, because society, organizing a number of behavioral reactions of citizens imposes certain social restrictions on the behavior of each of them. I - the concept is formed during the organized assimilation of values, attitudes and roles, mainly by trial and error for successful continuous interaction [12].

Generalization of theoretical approaches to the definition of self-concept gives grounds to argue about the multifaceted study of the concept in particular, as: the system of human perceptions of themselves, their physical, intellectual, characterological, social and other properties (R. Burns, A. Maslow, R. May, K. Rogers), what a person considers himself, and what he considers his (W. James), what a person means to himself (T. Shibusaki) relatively stable, not always conscious, unique system of ideas of the individual about himself, on the basis of which he builds his relationships with people (I. Kon, V. Petrovsky and M. Yaroshevsky) [1; 2], [9], [12].

At the same time, psychoanalysis offers a completely different idea of the concept of self-concept. In particular, S. Freud in his psychodynamic theory of personality does not use the concept of self-concept of personality. According to Freud's psychoanalytic theory, the psyche of the individual contains three genetically and functionally different components: Id (reservoir of unconscious urges and impulses of mental energy, guided by the principle of pleasure), Ego, (conscious basis that operates on the principles

of reality and acts as an intermediary the aspirations of Id, the circumstances of the physical world and the requirements of society) and the Super-Ego (formed from the Ego and embodies the learned moral prohibitions and norms, that is, internalized moral censorship). Hence the exceptional complexity of the semantic-dynamic position of the Self, which withstands pressure from the environment ("principle of reality"), and from the unconscious urges of "Id" (the principle of pleasure), and from the conscience embodied in the Super-Ego. The constant struggle of these components under the conditions of one or another of their inconsistencies gives rise to numerous internal numerous internal personal conflicts (disorders of wholeness, neurosis, guilt, shame, inferiority complex, etc.).

In contrast to Freud's theory, in A. Adler's theory of individual psychology, the self-concept is understood as the lifestyle of an individual, which is formed in the first five years of a child's life. By lifestyle, Adler understood the individuality of the individual, which is expressed and formed in a certain environment. Thus, in contrast to S. Freud, A. Adler, on the contrary, believed that the social situation is a major factor in the formation and development of self-concept. One can disagree with the author only in that the self-concept is fully formed by the age of five. We believe that the foundations of the self-concept are certainly laid at an early age, but in the process of development it changes qualitatively [12].

To. Jung also did not single out the concept of self-concept, but in his theory there is the concept of "self" of the individual, which he considered as the primary image, archetype - a complex existing in the collective unconscious. The self is an archetype of integrity, a symbol of the fullness of human potential and unity of personality [12].

At the same time, among psychoanalytic scientists, we can highlight K. Horney, who most represented the structure of the self-concept of personality. Horney separates the actual, or empirical, "I" from the "idealized self," on the one hand, and the "real self" on the other. "Actual Self", in her opinion, is an all-encompassing concept for everything that a person is now: for his body and soul, health and neuroticism. Thus, the "actual self" is what the subject means when he says that he wants to know himself, that is, he wants to know what he is [12].

E. Erickson's approach, in fact, is a development of Freud's concept, addressed to the socio-cultural context of the formation of a conscious "I" of the individual - "ego". The problem of self-concept is considered by E. Erickson through the prism of ego-identity, which is understood as a product of a certain culture, which arose on a biological basis. Its nature is determined by the characteristics of this culture and the capabilities of a particular individual. The source of ego-identity, according to the scientist, is a "culturally significant achievement." E. Erickson defines ego-identity as a "subjective sense of continuous self-identity", charges a person with mental energy. [7].

The current state of theoretical developments in the study of the self-concept of the individual has been largely achieved thanks to the work of K. Rogers and his phenomenological approach. The concept of self-concept arose in 1950 in the meaningful context of phenomenological (humanistic) psychology, whose representatives (A.

Maslow, K. Rogers, etc.), in contrast to behaviorism and Freudians, fully interpreted the human self and its personal self-determination in micro-society. The author considers the self-concept as a system of self-perception, not as a separate "real self" [9]. K. Rogers believed that the internal structure of the "I" is formed in the process of interaction with the environment, in particular with significant others (parents, sisters, brothers, etc.). Thus, as the core of personality, he considered the self-concept, represented by the dynamics of the ratio of "I-real" and "I-ideal". In his opinion, these two instances coexist in the individual, which must work in concert. According to K. Rogers, the self-concept is an organized, consistent conceptual gestalt, composed of perceiving properties of "I", or "me" and perceptions of the relationship "I", or "me" with other people and with different aspects of life, and also the values associated with this perception. This gestalt is accessible to consciousness, although not necessarily conscious.

The researcher emphasizes that the self-concept includes not only our perception of who we are, but also what we would like to be, what we think we should be [9, 12]. K. Rogers described this component of "I" as "I-ideal", ie some idea of oneself to which a person aspires and values the most, unlike K. Horne.

In our opinion, K. Rogers was the first psychologist to draw the most complete picture of the phenomenon of self-concept and point to its importance in the process of formation and development of personality in general [9].

In turn, R. Burns, the founder of the integral-interactionist approach, called the self-concept a set of attitudes to himself and defined it as a dynamic set of inherent in each individual attitudes aimed at the individual [1, 2]. He identified three components of the self-concept: the individual's perception of himself, the affective evaluation of this perception, which can have different intensities, because specific features of the "self-image" can cause more or less strong emotions associated with their perception or condemnation, and specific actions that can be caused by self-image and self-esteem. Analyzing the research of W. James, J. Mead, E. Erickson, K. Rogers, he identified three main modalities of self-attitudes: "real self", "mirror self" and "ideal self"; each of them includes four substructures: "physical self", "social self", "mental self" and "emotional self" [1; 2; 4].

According to R. Burns, the "real self" is an attitude related to how an individual perceives his current abilities, roles, his status, that is, his idea of what he really is. "Mirror Self" (social) - attitudes associated with the individual's perceptions of how others see him. The "ideal self" is an attitude associated with an individual's ideas of what he would like to become [4].

At the same time, a significant contribution to the study of the problem of self-concept was made by representatives of domestic psychology: DA Leontiev, BG Ananiev SL Rubinstein, VV Stolin, A.G. Asmolov IS Kon, S. Maksimenko. and other authors [4; 8; 11; 13]. Domestic authors considered the problem of self-concept through the prism of the concept of self-awareness. Thus under self-consciousness of the person the set of its representations about itself which is expressed in I-concept, and an estimation by the person of these representations (self-estimation) is understood. From the point of

view of domestic psychology, self-awareness is a complex mental process, the essence of which is the perception of personal images of himself in various situations of activity and behavior, in all forms of interaction with other people and combining these images into a single holistic formation of "I". own individuality.

In turn, DA Leontiev believes that "I" - a form of human experience of his personality, a form in which the individual discovers himself. "I" has several faces.

S.L. Rubinstein, considering self-awareness, said that this is not a clear fact inherent in man, but a product of development. In this case, in his opinion, self-awareness does not have its own line of development separate from the individual, but is included as a party in the process of its real development.

Thus, we can say that these authors identify the concept of self-awareness and self-concept. However, the question of the legitimacy of such identification remains open. This problem is what our permission is in the works of such authors as: VV Stolin, A.G. Asmolov.

Yes, according to the ideas of VV Stolina and AG Asmolov, the self-concept is rather a central formation of self-consciousness, which is a coherent consistent and verbally fixed system of human ideas about himself, the result of knowledge and evaluation of himself through individual "self-images" in different situations. According to the authors, the self-concept is the pinnacle of self-awareness. This is the most conscious, rational component of it. Along with the self-concept, there are other, less conscious components in self-consciousness, such as self-esteem, self-esteem and "self-image". All of them are dynamic components of the process of self-awareness, due to the real life of the individual [8].

In turn, AA Rean defines the self-concept as a generalized idea of man about himself, as a system of his attitudes toward his own personality [12]. This definition is very similar to R. Burns' understanding of the self-concept. But, at the same time, the author points only to a person's own ideas about himself, thus denying the existence of external assessments that a person can accept or not. Thus, the self-concept is considered unilaterally, which we consider not entirely justified.

In turn, IS Con formulates the level concept of "I-image", using the concept of installation. In general, "I-image" is understood as an installation system. Attitudes have three components: cognitive, affective and derived from the first two behavioral (readiness to act on the object). The lower level of "I-image", according to the author, are the unconscious, represented only in the experience of the installation, traditionally associated in psychology with well-being and emotional attitude to themselves. Above are the awareness and self-esteem of individual properties and qualities. Then these private self-assessments fit into a relatively holistic image, and finally, this "I-image" fits into the general system of value orientations of the individual associated with the awareness of the goals of his life and the means necessary to achieve these goals [8].

The study of different options for structuring the personal "I" showed that the self-concept is multicomponent, so in our study we will consider it as a psychological unity of cognitive, affective and behavioral components.

The most important function of the self-concept is the acquisition of internal coherence of the individual, the relative stability of its behavior, in other words, the acquisition of identity.

The self-concept is formed under the influence of human life experience, in which the child-parent relationship plays a particularly important role. However, it acquires an active role early on, influencing the interpretation of this experience, the goals that a person sets for himself, the appropriate system of expectations, forecasts for the future, evaluation of achievements and thus their own formation, activities and behavior.

Self-concept - the core formation of human ontogenetic development, the central link of self-consciousness, a relatively stable dynamic and to some extent conscious system of ideas about himself, a holistic image of his own self, which synthesizes his self-perception as I am, wants to be ideal and must to become [4].

According to I. Chukhriy, polytraumatization of veterans of the Joint Forces (JF) operation caused by participation in hostilities and acquisition of musculoskeletal disorders causes an increase in the structure of the self-concept of the self-physical component, which, in turn, changes the structural the composition of the self-concept [13]. The author included the following components in the component composition of the self-concept of OOS participants: I-personal, I-physical, I-social (I-family, I-professional, I-student).

It can be assumed that the complications of socio-psychological adaptation, and in the case of environmental participants to a peaceful life, are characterized by violations of various personal areas, which can complicate employment, which can reduce self-expression, which is relevant not only to the leading activities of mature individuals and with the implementation of the main tasks of this period.

Participation in the war of one of the family members can complicate the specifics of intra-family relations. These features can affect such a component as I-family. However, according to modern research, it is the family that bears the main burden of adaptation of the participant in the environmental protection, and it is the family that solves the numerous consequences of hostilities. Although some families can not withstand this load and break up. The above can affect such a component of the self-concept as the self-family.

The trauma of participating in hostilities can cause obstacles to self-development and self-education, and in some cases, when it is necessary to acquire a new profession, to the education of a participant in environmental protection. This is due to the devastating impact of traumatic experiences on the cognitive and emotional processes of the individual. The above can affect the self-mental and self-student.

It is important that all these components of the self-concept of environmental protection participants (except for the self-physical, which is important at earlier stages of development) are harmoniously proportional, because unrealized in one component, due to compensation mechanisms, causes hypertrophied development of other components. Violation of the component composition of the self-concept can cause its disharmony.

**Conclusions.** Thus, a person's perception of the world around him is refracted by his consciousness, the center of which is the self-concept. Differences between the experience of the individual and his self-concept is neutralized through the mechanisms of psychological protection.

The concept of self-concept is in tune with the concept of "self-understanding", but pain is identical with the result of self-awareness. Self-concept arises as a result of mental development in the process of social interaction with the environment. The social environment (as opposed to genetic factors) plays a leading role in influencing the formation of the self-concept, but later the self-concept begins to determine the way a person interacts with the social environment.

According to the results of the analysis of scientific works it is established that the self-concept of personality is the core formation of human ontogenetic development, the central link of self-consciousness, relatively stable dynamic and to some extent conscious system of ideas about oneself, holistic image of self about myself. I-concept that performs adaptive, prognostic and protective functions. The structure of the self-concept of participants in environmental protection is singled out, which includes such components as self-mental, self-physical, self-social, which is represented by self-professional, self-family and self-student.

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## STUDY OF ARTISTIC PSYCHOANALYSIS IN SENIOR CLASSES OF SECONDARY SCHOOL

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**Annotation.** *The article examines psychoanalysis as a method of literature research (applied aspect). The study brings to the attention of readers the core of the author's methodological concept of the organic relationship between psychoanalysis and linguistics - the concept of the human soul, which provides for an in-depth and semantic understanding of the inner world of both the creators of the artistic word and the heroes of their literary works. On the example of the main character of the etude "Doll" MM Kotsyubinsky describes in detail the situational dynamics of anxiety-mental disorders of teacher Raisa Levitskaya in her relationship with Vasily. In particular, it has been established that the text of this work has many semantic implications that lie behind almost every word, phrase, sentence, where the heroine subconsciously moves from escapism, social phobia to transference and catharsis. As a result, the conclusion is substantiated that the application of psychoanalysis to the study of Ukrainian literature is a methodologically productive tool for identifying new semantic horizons of outstanding works of art.*

**Keywords:** *psychoanalysis, Ukrainian literature, word, linguistics, psychological impressionism, text, human soul, escapism, social phobia, depression, sense-making, erroneous actions, cohesion, subconscious, transference, catharsis, methodological productivity.*

**Introduction.** The history of psychoanalysis began in 1895 with the publication of *The Study of Hysteria*, written by psychoneurologist Sigmund Freud and co-authored with the Viennese physician Josef Breuer (1842-1925).

J. Broyer told Z. Freud (1856-1939) that one of his patients under hypnosis confessed to an event in her life that caused her terrible internal pain and caused long-term mental experiences. During hypnosis, she suffered a severe emotional shock (catharsis). After recovering from hypnosis, patient Anna O. (Bertha Pappenheim) did not remember anything, but the symptoms of the disease, with which she went to the doctor, became less.

Z. Freud at that time worked as a consultant in a children's clinic and observed aphatic children, ie with deviations from normal behavior, in which, however, there was no organic reason for the appearance of these symptoms. He has the assumption that there are subconscious processes that affect human behavior. He uses the method of J. Broyer and confirms its results. This is how their joint publication, *The Study of Hysteria*, was published. However, J. Broyer continued to leave this topic, while Z. Freud devoted his entire life to it.

The twentieth century is often called the atomic era, the space age. In fact, this is not the case. The twentieth century is the age of the Word. And again, first there was the Word ... Not to mention the explosive development of linguistics in this period.

Ferdinand de Saussure (1857-1913) - the father of structural linguistics, semiology - a scientist who distinguished between language and speech (from which discourse analysis is born), developed the idea of diachronic and synchronous linguistics, and others. Psychoanalysis as one of the students of the XX century is also connected with the word, linguistics. Although psychoanalysis for literature is a continuation of psychologism, which is significantly deepened in the works of XX.

For many reasons, it makes sense to start the analysis with the work of M.M. Kotsyubynsky (1864-1913), because the writer was the brightest representative of psychological impressionism [7] (perhaps even not only in Ukrainian but also in world literature).

The end of the XIX - beginning of the XX century is marked by a new ideological-scientific, ideological-artistic situation (naturally, the word "ideological" is not used here in the political or ideological sense). Ivan Franko (1856-1916) accurately described it with a scientific metaphor (comparison), like a magic lamp, illuminate all environments" [13, p. 108]. In this quote, the main word is not "environment" (many of the historians of literature believe that for these writers, as well as for realists, the material world remains the most important), no, the main word - "soul". As we have seen before, both in science and in art there is a discovery of the vast and unique world of the human soul (in this sense, the collection of Lina Kostenko "Uniqueness" is significant). In many short stories M.M. Kotsyubynsky (as will be discussed below) the soul becomes the main subject of depiction, the same can be said about Olga Kobyljanska (1863-1942), or, Vasily Stefanyk (1871 -1936) ("Sama-samiska" - the history of the soul in moment when she leaves this world). The same must be said about the whole list of other writers of this period, who to a greater or lesser extent immersed themselves in the inner world of man, tried to understand it, to show the processes that take place in it. I think that's what Ivan Franko meant.

M. Kotsyubynsky consciously sought to update literature. In 1902, M. Kotsyubynsky and M. Chernyavsky (1867-1938) addressed a letter to many writers, in which they noted: "Educated on the best examples of European literature, so rich not only in topics but also in methods of processing. plots, our intelligent reader has the right to hope for a certain literature of a wider field of observation, a true picture of different aspects of life of all, and not one stratum of society, would like to meet in the works of our literature with treatment of philosophical, social, psychological, historical and etc." [6, vol. 5, p. 280-281].

Almost at this time M. Kotsyubynsky became widely acquainted with psychological reading. His library contains many works of famous foreign scientists. It is worth mentioning at least some of them, translated into Russian: E. Lombroso "Genius and insanity" (1898); M. Lange "Emotions: A Psychological Etude" (1896); S. Leturno "Physiology of passions" (1896); W. Wundt, Essays on Psychology (1897); T. Ribeu "Psychology of feelings" (1897); A. Sabatier's "Immortality from the Perspective of Evolutionary Naturalism" (1897); G. Spencer "Justice" (1896); E. Tychiner "Essays on Psychology" (1898) and others. Thus, by 1901, M. Kotsyubynsky was, so to speak,

psychologically prepared to write a work with an in-depth understanding of the inner world of man.

Such a work was the story "Doll" (1901), about which the writer himself complained (at a meeting at the Chernihiv City Library - 1905) that "... censorship so spoiled the story that the rings of the psychological process were destroyed." Now we can assess that these were not only his emotions, but also a real, enriched by scientific works, understanding of the psychology of the individual. However, there is another factor that undoubtedly played a major role in the formation of the artist-psychologist. These are genes. In his autobiographies, M. Kotsyubynsky wrote that he inherited a "subtle mental organization" from his mother. He reacted sensitively to all external and internal processes. Apparently, this is what forced him to engage in self-knowledge of the inner world of man (hence, in particular, attention to the psychological literature) in order to better adapt to the world, and later use meaningful and artistic creativity.

A striking example of the use of the method of self-observation is the short story "Apple Blossom" (1902). In the psychological literature it is noted that self-observation can be carried out in the form of verbal reporting of the researcher about what and how he lives during the observation in himself the course of a mental process or state. In self-observation, a person appears as a subject and object of research, which makes it difficult to achieve a certain unambiguous result. However, M. Kotsyubynsky, of course, succeeds. The protagonist of the novel is a father - a writer - at the bedside of his dying daughter. In fact, M.Kotsyubynsky's children did not die. They were sick. And it is obvious that the experiences during the children's illness prompted the writer to such a tragic philosophical and psychological "study". The moment of death: "And my memory, that foolish secretary of mine, is already recording this helplessness of the body among the apple blossoms, and the play of light on the blue faces, and my strange mood ... // I know why you are recording all that, my tormentor! It will seem to you ... Once ... as material ... // My dear daughter, aren't you angry with me? ". This is how the sketch ends.

M. Kotsyubynsky depicts not only the bifurcation of the self, but also the disruption of the self. This is, firstly, the subconscious, which continues some "mechanical" work of the writer: [6, v.2, p. 169]. Consciousness - I am a writer: "only my head, like a spider's web, scurries a lace of thoughts" [6, v.2, p. 170]. And finally self-awareness "The super-I is 'memory', that inseparable secretary of mine." The dramatic conflict of the short story is not a conflict between the characters, as in the prose of the XIX century (before), but a moral-ethical and psycho-spiritual conflict between these three selves (what Ivan Franko wrote - "climbs into the soul.").

**Escapism.** The end of the XIX - beginning of the XX century is marked by significant development of technologies, industrial production, communications, urbanization of space. This leads to at least two consequences. The first - a person does not feel as free as before, when he was closer to nature! The second is the growing pace of life and the inner tension of man. The scientific and technological revolution in the twentieth century has led to a significant increase in mental illness. Calculating the budget for the coming

years, British doctors have calculated that the cost of hospital payments will increase significantly. By 2020-2025, one in four people in the UK (and probably not only) will suffer from depression, which is difficult and long to treat.

The embryos of these progressive consequences are already visible in the late XIX - early XX centuries. Echoes of these problems can be found in M. Kotsyubynsky in the famous short story "Intermezzo". Among the "actors" of the work - "iron hand of the city." The short story will be discussed later, but it should be noted here that its original plot (separate conversation) ends, in particular, with the following words: "The city has once again extended its iron hand to me on the green fields." [6, vol. 2, p. 309]. By the way, escapism is the main subject of artistic and psychological analysis in "Intermezzo".

According to the English-Ukrainian dictionary M.I.Balla (1996) escapism comes from English. escape, which means: "1. 1) escape; 2) salvation, liberation; 3) a convincing departure from reality; 2. 1) to escape, to escape (from prison, etc.); 2) to escape; to avoid (danger), etc. [1, p. 368]. One of the first sociological dictionaries of the perestroika period defines escapism as "the desire to escape from reality, generally accepted standards and norms of social life." [12, p. 420].

Escapism is widely studied by sociologists, philosophers, psychoanalysts, and art critics. Yes, R.Mantov (1977) in his dissertation "Types of escapism and modern art" (2002) in "Escapism and psychology of the evolutionary sphere" writes that escapism is a multifaceted and diverse phenomenon that is generally inherent in man. The history of mankind is essentially the history of escapism. Man escapes from the world of nature into a technically light world, and then again escapes from this artificial enemy, oversaturated with devices and people, into the world of nature.

Examples of escapism are also some stories of the ancient Greek philosophers Heraclitus (540-480 BC), Diogenes (412-323 BC), and others. Diogenes is known to have separated himself from the people and lived in a barrel ("I carry everything with me"), Epicurus renounced everyday life and proclaimed the meaning of life sensual pleasures, and Heraclitus broke the pots with the inhabitants of Ephesus and fled to the mountains.

From today's history, it is important for us to emphasize how the pace and stress of life affect the human psyche. Also writes about this. R.Mantov: "Today, through a market consumer economy, material well-being, success in business and social status become the most important for a person. In the pursuit of these significant attributes, man accelerates the pace of his life. The fear of being left behind, bankrupt and impoverished is certainly the most important factor that undermines the health of modern man, is a source of permanent stress, which provokes neurosis. The importance of "zoogenic neurosis" has sharply increased recently. A person has a lot of free time, which led to boredom and depression" [10, p. 42]. Such is the reverse side of civilization. However, this trend became particularly sensitive in the early twentieth century.

In many short stories M. Kotsyubynsky's escapism is, so to speak, a trigger for the development of the plot action: "Doll", "On the Stone", "On the Road", "Intermezzo", "Fata Morgana" and others.

The main character of the "Puppet" sketch - teacher Raisa Levvytska - was forced to move to another school due to a conflict with the priest: And although she was far from the scene of the accident, yet the ugly story oppressed her like a dream - and stirred, and raised anger in his heart. This is the second time during her thirteen-year service that she has to change schools due to a misunderstanding with the priest - and who knows what awaits her in a new place, where, probably, - oh, my God! - there is a pop and a hit" [6, vol. 2, p. 62-63].

T. Ribeau (1839-1916) - the founder of experimental French psychology, whose books were in the library of M. Kotsyubynsky, writes: in human skill" [11, p. 49]. It is no coincidence that in many works of M. Kotsyubynsky, we see a person or the whole society ("Fata Morgana") in a crisis situation - on the verge of health (especially mental) and disease.

Raisa Levitska's escapism ("set off") turns into sociophobia. For the second time, she is forced to move to a new school due to a conflict with the priest. In anticipation of meeting the priest "in a new place" she is overwhelmed by fear, the teacher silently exclaims: "Oh, God!".

Specialists in psychiatry, psychotherapy and psychoanalysis O.F.Yerishev and A.M.Sprinz writes about phobia and sociophobia: "Anxiety and mental disorders. The main manifestation of this group of disorders is anxiety associated with various external situations. Anxiety can range from minor internal discomfort to horror. It is accompanied by low mood, palpitations, sweating, redness or pale skin. Agoraphobia. In the classical sense - fear of open space, now it is a broader concept: fear of leaving home, fear of public places, careless movements (fear of falling, colliding with someone, etc.). Social phobia. Cowardice of public speeches, eating in public places, meetings with the opposite duck which are limited to clearly defined situations, fear of sharp objects, fear of heights, indoor, etc." [3, p. 314].

Anxiety, fear, stress did not let Raisa Levitska go on the way to the new school. The teacher looked at the sky all the time, "anxiously thinking whether they would escape from the storm, at one mention she was cold and shivering" [6, vol. 2, p. 63].

#### **Z. Freud's theory of "error actions" and improper-direct speech to the heroine.**

One of Sigmund Freud's most popular ideas is "wrong actions." It is no coincidence that in the most fundamental work, Introduction to Psychoanalysis (1917), he places this phenomenon at the beginning of his work. After all, "false actions", like no other phenomenon, indicate the presence of the subconscious (subconscious).

To erroneous actions Z. Freud usually refers to mental phenomena: reservations, misprints, ochitki, ochutki, when a person uses another word instead of one. The second group is related to forgetting either the name, or intention, or keeping the object, etc. Z. Freud believes that such erroneous actions are not accidental, but are entirely determined by the mechanisms of the subconscious. He gives several examples, but among them the most common and most understandable is the example of a reservation. During the wedding of the children of G. Helmholtz (founder of modern psychophysiology) and the famous inventor and great businessman W. Siemens (Siemens), the eminent physiologist

E. Du Bois-Raymond delivered a welcoming speech, which ended with the words: "Long live the new firm Siemens and Halske." It was the old name of the company, and E. Du Bois-Raymond wanted to shout: "Long live Siemens and Helmholtz!". However, the speaker was so worried that he expressed his true opinion - Siemens and Halske. Intuition did not disappoint E. Du Bois-Raymond - the name "Siemens and Halske" has remained almost to this day. As Z. Freud notes, commenting on this case, "the most common and at the same time the strangest proviso is when the speaker says the exact opposite of what he was going to say" [14, p. 18].

From this point of view, Raisa Levitska's implicit direct speech can "say" much more if we consider not only its surface layer, but also the subtextual layers. Until now, this work has not lost its significance. I. Halperin (1905-1984) "Text as an object of linguistic research" (1981) [2], in which he writes: "Content-subtextual information is hidden information that emerges from the media. Due to the ability of language units to generate associative and connotative meanings, as well as due to the ability of sentences within SPU (supra-phrase unity) to lead to an increase in meaning" [2, p. 28].

It is necessary to consider two more linguistic phenomena of the text about which I. Halperin writes before continuing the analysis of "Doll". These phenomena are called "prospection" and "retrospection". The linguist views the text as a spatiotemporal continuum, somewhat similar to the Bakhtin chrotope, in which spatiotemporal connections are formed within the continuum, which in linguistics are called cohesion (from the English word cohesion - coupling). It should be added that in the literary texts of the writers of the XX century, these connections have a semantic character. K. Frolova in the book "Analysis of the literary text", following I. Halperin, using the term "increment of meaning".

Thus, considering cohesion, the linguist speaks of the formation of two types of connections - the first: "Retrospection - a grammatical category of text that combines forms of linguistic expression that refer the reader to the previous content-factual information. Retrospection is manifested in two forms: a) when the previous information has already been set out in the text; b) when the preliminary information, which is necessary for connecting the events, is reported, interrupting the sequential movement of the text, ie there is a permutation of the temporal dimensions of the narrative. Thus, retrospection appears in the role of cohesion" [2, p. 106]. It is important to note that retrospection often appears as a recurrence. We emphasize this separately, based on the monographic study "Poetics of M. Kotsyubynsky" [8]. The second type of connection of the elements of the text - "prospectus - a category inherent not only in literary and artistic texts. It is often present in scientific texts. Thus, in Lyons' grammar, phenomena are repeatedly mentioned, a detailed analysis of which is given much later. The author uses a number of expressions that implement prospecting, for example: "The more particular implications of structuralism may be left for the following pages; shall look further into some of the theoretical differences. later in this chapter" [2, p. 117]. In addition to this case, the author refers to the prospectus such parts of the text as the preface, introduction, prologue, from the author and others.

In M. Kotsyubynsky's sketch "Doll" the text has many semantic layers, which are hidden behind almost every word, phrase, sentence. These hidden meanings are called subtext. The researcher believes that the first attempts to create a subtext belonged to the Greek biker Aesop, but the system subtext began to be used in the late eighteenth century - Goethe, L. Stern; in Ukrainian literature - Taras Shevchenko, Ivan Franko, Mykhailo Kotsyubynsky, Lesya Ukrainka.

In the twentieth century, the subtext became an integral quality of the works of T. Mann, E. Remarque, S. Ionesco, F. Kafka, R. Bach, U. Eco, P. Coelho, etc., in Ukrainian literature - Mykola Zerov, Pavlo Tychyna, Volodymyr Vynnychenko, Yevhen Pluzhnyk, Yevhen Malanyuk, Ostap Vyshnya, Vasyl Symonenko, Lina Kostenko and others.

L. Tolstoy said that after A. Chekhov it became impossible to write like to Chekhov. For Ernest Hemingway (1899-1961), who, incidentally, admired A. Chekhov, the subtext became one of the main creative guidelines. He wrote: "If a writer knows well what he is writing about, he can publish (Feller calls this the "criticalness" of the text) much of what he knows, if he writes truthfully, the reader feels everything is released as strongly as as if the writer had said so. The majestic progress of the iceberg is that it extends only one-eighth above the water surface" [15, p. 54]. The text in the literature of the twentieth century becomes particularly complex, as it is associated with the transfer of more complex psycho-spiritual phenomena to which the person of this time rises.

At the beginning of the work "Doll" M. Kotsyubynsky depicts how the heroine mentally exclaims "Oh, God!". In the context of the work, these two words have a completely natural look, they will not attract much attention of the reader, although they have some influence on him. In fact, despite the fact that the writer wrote them purely intuitively, they cover a significant content or, in other words, a multi-layered semantic subtext.

The first layer of meaning lies on the surface - it is an internal exclamation, transmitted in an implicit-direct language, it means the emotion of Raisa Levitskaya - fear. She is frightened by only one mention of the priest and the priest, whom she will no doubt meet in the new school. The second semantic layer of this exclamation emerges through a retrospective with the previous elements of the work: "It has not yet cooled down after the story with the priest, like a fragment of a torn bomb" [6, vol. 2, p. 62] and "This is the second time during her thirteen-year service that she has to change schools due to a misunderstanding with the priest" [6, vol. 2, p. 63]. The black-and-gray depressive landscape and other hints indicate that Levitskaya is developing a sociophobia of communication with the priest. Finally, the third semantic work emerges from the prospectus with the following detail of the text: even that there is no God" [6, vol. 2, p. 66]. From the context of the quoted passages, it follows that during the fright, Levitska had to call for the help of the seminary brothers or, say, shout "My mother!". But not God, because she had a conflict with the priest not because of poor service to God, but because the priest interfered in the affairs of the "Zemstvo school" [6, vol. 2, p. 62], not spiritual. Thus, appealing for protection to the highest authority - God - looks like a typical "wrong action", according to Freud. In a moment of danger (albeit imaginary), in

a state of anxiety, Raisa Levitska's subconscious tears out of her hidden feelings about the true faith, not the layers she received from communication with seminarians and which did not penetrate deep into her soul.

**Transfer.** There is a very strange picture in the sketch "Doll". After Raisa Levitskaya met the priest Fr. Basil and his help during the storm they have a domestic relationship. The teacher has a positive attitude to Fr. Basil, but the writer does not show that her attitude towards priests or the Church as a social institution has changed. And suddenly we learn that the teacher, who started going to church, came home after the service and continued to pray in a very unusual way: "There, in this monastery cell with a snow-white maiden bed and black clothes on the wall, under a clean row, she built herself something like an altar blossomed with lighted potions, fresh and dried flowers. In a prominent place stood next to the bouquet a large photograph of Fr. Василя. "Raisa had little church service; she knelt before her altar and with her eyes fixed on the portrait of Father Vasily, thought of Christ and sent him the prayers of her heart" [6, vol. 2, p. 87]. Suddenly hatred. to the priests, conflicts with them end with the worship of Father Vasily.

And indeed, Fr. Vasily began to help with school affairs, to calm the teacher, to heal her soul. After a while, she got so used to it that she couldn't do without his help. Finally, he brought "peace" to her soul and "she did not feel lonely" [6, vol. 2, p. 75]. The relationship between the teacher and Fr. Vasily is very similar to the relationship between a patient and a psychoanalyst, when the patient has a good attitude towards the doctor (which is the official duty of the latter and a condition for successful treatment) and accepts him as in love. Z.Freud calls this phenomenon "transference" and gives a whole lecture on this topic in "Introduction to Psychoanalysis". In particular, he writes: "So, we notice that the patient, who should look for a way out of their painful conflicts, shows a special interest in the personality of the doctor. Everything about this person seems more important to him than his own affairs, and distracts him from the disease. The patient's communication with the doctor becomes very pleasant for a while. The doctor also feels good about the patient and thanks that he had to help a bright personality. At home, the patient tirelessly praises the doctor. "He dreams of you, he blindly trusts you; everything you say is a revelation for him", - relatives tell" [14, p. 281].

In a similar way, Raisa Levitska conveys her gratitude for the help, for the shelter, and most importantly - for the release from fear of Fr. Vasily. She, like the Freudian patient, begins to bore him: "At first Fr. Vasily was indifferent to this communication, and eventually it began to bother him, especially when Raisa made scenes for him because he did not care" [6, vol. 2, p. 81].

So, at the subconscious level, which makes up its inner plot, Raisa moves from escapism, sociophobia to transference, that is, she gets rid of her painful horrors, but does not recover, becomes dependent on his idea of supposedly some friendly, sociable relationship with Fr. Basil.

**Catharsis.** Catharsis occupies an important place in the system of Z.Freud's teachings. According to French psychoanalysts, "catharsis" (Greek) - purification, liberation. Aristotle called catharsis the effect of tragedy on the spectator: "Tragedy is

a copying of an important and complete action, which is committed through empathy and fear of purification (katharsis) of such passions." Broyer and then Z.Freud called the cathartic method an adequate response to injury and the result of this response" [9, p. 191]. This is exactly the kind of purification that Raisa Levytska is going through, who is constantly hiding the main thing in her subconscious. Lightning flashed in front of her, and the ground lit up beneath her feet. Deep, gloomy, black abyss. Raisa was slowly descending there, and the pink church from the west, wrapped in maple greenery, was slowly disappearing from her eyes" [6, vol. 2, p. 89]. These are the last words of the work, but they return to the title of the work (retrospection). And although this picture is symbolic and ambiguous, some assumptions can be made.

Undoubtedly, Raisa Levitska is undergoing some kind of mental transformation, it resembles dizziness, loss of consciousness. The reason for this was the revelation of what she hid deep in the subconscious: not only human relations with Fr. Basil, but also love for him. The release of this traumatic experience into consciousness is catharsis, the result of all previous experiences. A scurrying doll flies out of it (the intrigue is already hidden in the name), but it does not turn into a butterfly, as the author noted earlier, but falls into the abyss of loneliness and her dream, the hope symbolized by the pink church, disappears before her eyes. The search for the "other half" that M. Kotsyubynsky mentions in poetry in prose, in "Intermezzo", seems illusory.

The plot of the work, both internal and external, is open, as in A. Chekhov. We do not know how Raisa Levitska's relationship with Fr. Vasily, and in what mental state the heroine will recover. The author suggests that we develop assumptions ourselves.

**Methodological productivity of psychoanalysis in literature science.** Z.Freud used many materials of world fiction to create his theory of psychoanalysis. Surprisingly, he left no special work on the importance of psychoanalysis for literature. This was done for him by Carl Gustav Jung (1885-1961). There were some contradictions between Z.Freud and C.Jung. In particular, the latter believed that Z.Freud hyperbolized the meaning of "libido" (I think we can agree with that) in the theory of psychoanalysis. However, C.Jung was more grateful for the sphere of human activity, which gave so much for the development of psychoanalysis. In May 1922, he read a report at a meeting of the Zurich Society of German Language and Literature entitled "On the Attitude of Analytical Psychology to Poetic and Artistic Creativity." This is essentially the first time that the problem of the relationship between psychoanalysis and fiction has been systematically posed. In his report, C. Jung made a remark that can be an important methodological basis for psychoanalytic research of fiction: "To pay tribute to art, analytical psychology must completely get rid of medical prejudices, because art is not a disease, and needs other than medical approaches" [7, p. 273]. Therefore, the subject of research in the literature should not be schizophrenia, not manic-depressive psychosis (although it may be), but primarily the analysis of the psyche in its daily activities, except with a special depth inherent in psychoanalysis.

**Conclusions.** The history of psychoanalytic research of literature can claim a whole monograph (and not one). This is especially true of countries such as the United States,

Germany, Austria, Poland, France and many others. In Ukraine, at least during the Soviet period, this problem has not been studied. Today there are only a few developments of psychoanalytic study of literature. The idea is formed that the depiction of the "work" of the subconscious is a deepening of "psychologism", the development of a tradition that already existed in Ukrainian literary criticism.

Finally, the last and main conclusion: thanks to the psychoanalytic approach it was possible to study such phenomena of inner life, which were not discussed before, for example, in the study of M. Kotsyubynsky (escapism, "Freudian error", transference, sociophobia, catharsis and such other). Of course, this study does not exhaust the stated topic and even the analytical consideration of "Doll". The task was completely different - to show the methodological productivity of the application of psychoanalysis to the study of Ukrainian literature, to prove that this tool in the future can "read" in it new and new meanings, despite the fact that it has already been "read" by many previous researchers.

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## ORGANIZATION OF SCIENTIFIC RESEARCH ACTIVITY IN GEOMETRY FOR STUDENTS OF PHYSICS AND MATHEMATICS SPECIALITIES IN HIGH SCHOOL

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**Annotation.** *The article examines the role of students' scientific research work and scientific research groups in high school. The authors analyze different approaches and methodical systems, investigate various forms of organization of scientific research activity in geometry for students of physics and mathematics specialties in high school and suggest different methodical teaching techniques for optimal combination of classic and modern methods of its organization.*

**Keywords:** *geometry, scientific research activity, scientific research group, pedagogical education.*

**Problem statement and its urgency.** University education should be focused on the development of analytical and creative abilities of a person, mastering the methods of independent search and active, purposeful acquisition of new knowledge to ensure first of all professional mobility, ability to quickly and efficiently implement new technologies. The quality of specialist training in higher education is of particular importance, because it is at the stage of higher education that the foundation of the profession is laid, the mentality of the specialist is formed, the potential for self-development and self-improvement, creative abilities, skills and abilities of students' self-education.

The main principle of the education system should be a focus on the future, on the living conditions and professional activities that await the graduate after graduation. And one of the directions of modernization of the higher education system is to increase the emphasis on training a specialist who will be competitive in the national and world labor markets.

One of the directions of introduction of the European Credit Transfer System (ECTS) in the system of higher education of Ukraine is the revision of the approach to the place of research work of students in the structure of educational process, methods of its organization, and also to features of communication between teacher and student. The study and research of the problem of optimization of the educational process in higher education in the direction of increasing the priority and improving the organization of research work of students as one of the main types of educational activities is relevant and urgent.

Our task is to determine the place of research work of students in the structure of the educational process in accordance with the principles of the Bologna process, analysis of the main features of the organization of research work of students, identifying key

adjustments needed by the current structure of the educational process - research work, highlighting the specifics of interaction between student and teacher in the course of research work.

Higher education is a consistent and predictable formation of personal abilities that determine the effectiveness and quality of professional activity. Transformation of the higher education system of Ukraine in the direction of implementation of European standards provides as one of the most important components of increasing the role and importance of research work of students. It is necessary to realize that the principles of the Bologna process include a qualitatively different approach to higher education, which involves encouraging students to learn new knowledge and their own analysis in non-standard creative ways.

Research activities of students in higher education are an important component of training highly qualified personnel and are aimed at performing the following main tasks:

- formation of scientific worldview, mastering by students of methodology and methods of scientific research; expanding the theoretical horizons and scientific erudition of the future specialist;
- development of creative thinking and individual abilities of students in solving theoretical and practical problems;
- instilling in students the skills of independent research, involving them in solving scientific problems;
- deepening of knowledge in a certain scientific direction, formation of skills of performance of course works and diploma projects, preparation of scientific publications;
- creation and development of scientific schools, creative teams, training and education in a higher educational institution of the reserve of scientists-researchers, teachers [8, c. 166-167].

The creation of the information society, the processes of globalization and integration form new requirements for the individual. With the development of new technologies, the demand for people with non-standard thinking, able to set and solve new problems is growing sharply. The rapid growth of modern scientific and technical research has a direct impact on the content of education and determines the importance of methodological and research work to acquaint students with new methods and achievements of non-standard thinking aimed at developing logical mathematical thinking of the new generation. For this purpose it is necessary to direct research and innovative activity of students still in the period of their training on maintenance of possibility of realization of inquiries and gifts of the student's personality, on maintenance and realization of search of corresponding "niches", tasks and problems for reception of new results, intelligence. To do this, it is useful to involve them in the active participation in various forms of research activities of students, which can be divided into two groups:

- 1) those that are part of the educational process (preparation of scientific abstracts on a given topic; performance of research laboratory work and homework containing elements of creative search; research tasks for the period of all types of practice; educational scientific seminars; performance of term papers, diploma (qualification)

projects);

2) those performed in extracurricular time (work of student groups and problem groups, student scientific and creative society [8, c. 167]).

Therefore, there is a problem of encouraging students to continuous development and improvement of their knowledge, skills and expanding the field of interest in the learning process and the problem of developing new methodological approaches to its organization. After all, self-development often leads to the emergence of new, creative ways of solving problems.

**Analysis of recent research and publications.** As shown by the analysis of scientific and methodological literature, the problem of organizing high-quality research activities of students in higher education is one of the most important components of professional and pedagogical training of future teachers of mathematics, physics and computer science, as evidenced by research V. M. Sheiko, N. M. Kushnarenko, V. P. Andrushchenko, M. T. Bilukha, Y. I. Gorobets, S. M. Torse, A. A. Ludchenko, Ya. A. Ludchenko, T. A. Primak, Z. I. Slepkan, S. N. Dorofeev and others.

The purpose of the article is to reveal the role of research activities of students and research groups in higher education, analysis of different approaches and methodological systems, consideration of different forms of organization of research activities in geometry, development of different methods for optimal combination of classical and modern methods of organization. research activities in geometry for students of physical and mathematical specialties of higher educational institutions.

**Presenting main material.** Research work of students in each discipline of the curriculum should provide systematic knowledge, use of interdisciplinary links, mobility and critical thinking, mastery of methods and means of information processing, the ability to apply theoretical knowledge to solve typical and atypical, practical and applied problems, possession of various teaching aids, including new information technologies with the use of appropriate educational and methodical and information and software of the discipline.

Therefore, the main requirement for research work of students is its analytical, creative nature.

Improving the efficiency of research work is impossible without the introduction of new information technologies with the use of appropriate educational and methodological and information and software of the discipline. The use of multimedia technologies in the study and application of educational material, as well as the visualization of the information provided allows, for example, the exact sciences to return their inherent clarity, which is hidden behind the abstractness and complexity of the conceptual and formulaic apparatus.

Increasing the priority of research work in the structure of the educational process also results in the transformation of the specifics of communication between teacher and student. In this regard, it is necessary to distinguish two leading trends - the tendency to individualize the educational process and the tendency to differentiate the work of teachers with students.

Research work is a method of higher education and a means of individualization of learning in the form of educational activities, which is based on the interaction of teacher and students, which is a partnership and takes different forms depending on the objectives of research. This is no longer just a translation of new knowledge from teacher to student, but a relationship of complex collaboration and meaningful communication with the use of information technology and electronic means [4]. Pedagogical management of research work is carried out in the form of advice, consultations, meetings of problem groups, speeches at seminars, clubs, conferences, in the form of applying various techniques to interest and intensify the work of students to improve the quality of its implementation.

Research work of students in geometry, as one of the fundamental disciplines of mathematical training of future professionals, opens wide opportunities for their intellectual development, namely for the formation and development of logical thinking, spatial representations and imagination, algorithmic culture, the ability to establish causal relationships. to build mathematical models of the studied processes and phenomena, to substantiate the obtained conclusions and more. Creating software for solving problems in geometry, which includes analytical, constructive, projective geometry, imaging methods, differential geometry, topology, basics of geometry is an important task in the context of Ukraine's integration into the European educational space [10].

Group work in higher educational institutions provides an opportunity to reveal the creative and research potential of students and motivate them to self-development and critical thinking in the future. Attending scientific student groups helps students to systematize their knowledge of geometry, identify interdisciplinary links and acquire additional applied competencies [6]. At the same time, for a teacher, a scientific student circle is an opportunity to transfer knowledge that goes beyond the usual curricula, as well as to teach students the basics of creative research.

Thus, the research circle in the most effective way promotes the development of educational and cognitive activity of students, expands the possibilities of interaction between student and teacher to transfer valuable scientific and pedagogical experience.

Therefore, it is no coincidence that a large number of works are devoted to the problem of developing programs of various group courses.

Scientific and methodological aspect of activating educational and cognitive activities of students involves the development of variable methodological systems of education, covering the construction and technological support of motivations, selection of content, methods, techniques, organizational forms of rational combination of teacher teaching and self-study, preparation of differentiated exercises, including professionally significant for the future specialist, determining the landmarks of educational and cognitive activities [8, p. 69]. The concept of the student research group is based on the provisions on the development of personality-oriented school, a system of methodical work that would meet the needs of all subjects of the pedagogical process.

The theme for the circle should be chosen taking into account the following requirements:

1) the content of educational material should systematize and deepen students' knowledge of planned disciplines;

2) group meetings should promote the activation of students' mental activity for the purpose of their intellectual development;

3) it is necessary to adhere to the principles of: scientific and accessibility of educational material, as well as the applied orientation of the acquired knowledge and skills;

4) it is necessary to take into account the relevance of the topic [4, 8, 14].

The strategy of reforming modern education should be based on the formation of the ability to independently generate new knowledge, the ability to find new, creative solutions in non-standard situations. This requires new educational technologies to provide each person with an individual trajectory of creative abilities and his development as a person and a specialist. The formation of the specialist's personality involves the activation and improvement of mental cognitive interests (feelings, perceptions, ideas, thinking, language) in accordance with the requirements of the specialty and professional activity in general. In this regard, the issues of developing student activity and the formation of positive motives that motivate them to cognitive activity become relevant [10].

Cognitive activity of the individual is the basis for the development of intellectual initiative and creativity as a willingness to go beyond the given and engage in non-externally stimulated intellectual activity [3]. The desire to independently, on their own desire to seek new information, to put forward certain ideas, to master other areas of activity, creativity, generates original ideas and promotes the formation of creative activity.

Under the creative activity of the student we will understand his ability to independently create original values; organize their educational activities that meet the needs and skills of future teachers of mathematics to master the knowledge and methods of their application to solve non-traditional school-type problems; his desire to find new ways to solve problems and overcome difficulties; the discovery of new phenomena both in the educational and cognitive activities associated with the solution of specific problems, and in its final result; his ability to compose new cognitive problems and find their optimal solutions; make non-standard decisions. The training of a future mathematics teacher achieves its goal if, as a result, it is possible to form an enterprising, creatively active teacher who is able, in turn, to form a socially significant personality [3].

The formation of creative activity of future teachers of mathematics involves their involvement in activities that require the manifestation of certain creative traits and thus shaping these traits. Forms of organization of creative activity are important in the formation of creative activity. Under the creative activity of students we will understand the set of those types of work in which the highest independence of students is manifested, the ability to find optimal solutions to problem situations that are associated with the discovery of new in the set of works and its final results. personal qualities, views, life position [3].

To increase the effectiveness of the formation of creative activity of future teachers of mathematics, it is advisable to use active forms of classroom and extracurricular

activities.

The most effective forms of organizing the creative activities of future teachers of mathematics, in our opinion, are differentiated learning, personality-oriented learning, business games, lectures of problem-oriented nature or problem lectures, namely: lectures of problem-based presentation; lectures on problem-based learning; lectures in which the problem statement is combined with problem-based learning, which are called combined problem lectures; lectures with demonstrations, illustrations, presentations and demonstrations; lectures with elements of discussion, conversation, interested communication, which guide future teachers of mathematics on independent creative acquisition of knowledge, research work of students.

Geometry has great potential for the development of cognitive activity of the future teacher of mathematics through the development of such methods of mental activity as analysis, synthesis, abstraction, comparison, generalization, analogy, intuition, and so on. Taking into account the specialization and individual development of students in accordance with their abilities and capabilities, the content of courses in geometry, in addition to theoretical material with mandatory and additional parts, task material that will ensure strong mastery of basic knowledge, must contain motivational material. and questions, creative and research questions, interdisciplinary tasks, historical materials for the study of relevant topics of the course, etc.). Students need to pay attention to a wide range of applied and practical problems that are solved by methods and tools of geometry [10].

Of particular importance for geometry are demonstration, demonstration - visual and sensory acquaintance of students with objects, phenomena, processes, which contributes to the creation of visual images, ideas about them. It involves the demonstration of natural objects and their models, tables, diagrams, slides, filmstrips, the use of computers as a means of visualization, and so on. An important feature of this method is the combination of demonstration, demonstration with the word of the teacher [8].

The modern model of development of the national education system is based on a new understanding of the conceptual foundations of its reform. Education acquires new functions in a democratic society and is focused on comprehensive development, formation of worldview culture and creative abilities of the individual, for whom knowledge, skills and abilities become a means to achieve new goals for development, self-development, lifelong creativity. Addressing the socio-axiological side of creativity requires a thorough analysis of the system of education, training, upbringing, the conditions and actual opportunities provided by society for the formation of creative potential of each person [12].

Creative activity is understood as activity that gives new, original products of high social value. Among the qualities necessary for creative activity are mental activity, intelligence and ingenuity, the desire to acquire knowledge necessary for practical work, independence in choosing and solving problems, the ability to see the main thing in different and different in similar phenomena, and so on.

The basis of the teacher's work are: 1) professional knowledge; 2) professional

skills and abilities; 3) professionally significant personal qualities; 4) professional and personal growth and self-improvement.

In solving the problem of developing intellectual and heuristic abilities of students - future teachers of mathematics, the subject of special attention should be the use in the educational process of such tools, methods and forms of learning that would promote critical thinking and independence of thought, curiosity, ingenuity, independence and more.

Achieving the necessary developmental effect in the study of geometric courses is possible on the basis of the activity approach, which involves learning not only ready-made knowledge, but also activities to acquire mathematical knowledge, mastering heuristic methods, creating pedagogical situations that stimulate students' creative thinking, skills definitions and theorems, strict rationale for certain facts [12]. Elements of research work and scientific research play an important role in the implementation of the activity approach: independent proof of theorems and derivation of formulas, construction and research of mathematical models of real processes, conducting computational experiments using modern information technologies and other things that can be the content of an abstract.

The introduction of modern information and communication technologies makes it possible to significantly increase the efficiency of obtaining and mastering educational material, its cognitive accessibility, take into account the individual characteristics of students, effectively combine individual and collective activities, give educational activities creative, research [10].

It should be noted the need for a combination of theoretical and practical research, the applied use of the results of scientific research. In the process of research work, students must learn to summarize the results of research, draw conclusions and make practical recommendations for their implementation.

**Conclusions.** Research work of students at the present stage should become the basis of higher education. At this stage, much remains to be done to establish an effective interesting, methodologically sound research work of students. The use of modern technologies, the focus on research work of students, the introduction of a multilevel structure of education contributes to improving the quality of education, convergence and harmonization with the European education system.

The study of geometric figures and three-dimensional bodies, their types, properties, transformations, movements, combinations, classifications, mutual placement, proportionality in research work of students of physical and mathematical specialties in high school is one of the prerequisites for successful development of abilities in students. interest in their future profession, hard work and perseverance. The study and creation of geometric figures, three-dimensional bodies and their combinations have a positive effect on the aesthetic education of students and their perception of geometry through an artistic prism, as well as - visual, sensory and other feelings of students, which in turn has a positive effect on image creation. objects and their knowledge.

Optimal volume, novelty, optimal difficulty, cognitive interest, color, combinatorics,

the presence of the use of interdisciplinary links, progressive development - this is the best way to acquire knowledge and interest in future teachers of mathematics, physics and computer science.

In this sense, geometry both on the plane and in space is an inexhaustible source for new research, interesting work and mathematical reflection, for the development of algorithms and software for creating geometric images and virtual models and testing them in practice by students of physical and mathematical specialties educational institutions of higher education.

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## **PHILOSOPHY AND THEOLOGY**

### **BRAND MANAGEMENT IN THE EDUCATIONAL SPHERE**

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**Annotation.** *the study is an attempt by the author to justify the expediency of using branding in a modern higher educational institution to form competitive advantages and strengthen the market position.*

**Keywords:** *education, educational institution, brand, brand management, branding, highly competitive environment, competitive advantages.*

**Introduction.** Education has always been and is a process of versatile personal development, so it is a crucial component of everyone's life. In addition, almost all spheres of the national economy today need innovations, new organizational and managerial systems and qualified, knowledgeable personnel. The need for training is growing, and education is becoming quite an attractive and profitable business. The market of educational services is rapidly developing, and the level of competition between entities that provide relevant services is growing. Consumers are faced with the issue of choosing educational institutions, which is complicated by a large number of offers from various educational systems (national educational institutions, private educational institutions, foreign educational online services, individual initiatives: tutoring, consulting, mentoring), etc. Thus, to be an effective player in the modern market of educational services, you should turn to a marketing approach. Marketing is designed to adapt the organization to the modern market. In our opinion, the most effective technology for developing the competitive advantages of an educational institution is brand management.

Brand management is the process of integrated brand management, organizational and functional implementation of the brand. The goal of brand management is to create long-term relationships with consumers; the tasks are to create a brand, maintain and preserve it [2]. The technology used to develop and promote a brand is called branding.

Many modern higher educational institutions are carriers of the brand (Lviv Polytechnic, Kyiv-Mohyla Academy, Kharkiv Aviation Institute, etc.), and they have a positive image in the opinion of the national consumer of educational services. However, it is fair to note that western higher education institutions still have a greater attractiveness and credibility for the national consumer. According to the National Report "Ukrainian Society: Migration Dimension", prepared by M.V. Ptoukha Institute for Demography and Social Studies of the National Academy of Sciences of Ukraine in 2018, "The number of Ukrainian students abroad is growing rapidly – from 5.2 thousand in 1999/2000 to 77 thousand in 2018" [4]. One of the significant factors of this choice is the prestige and

positive image of western universities that actively work to support their own brand.

**Dilemma.** Branding, as a promotion technology, is used today by business units, non-private organizations and individuals (blogging, PR). National educational institutions, in particular, modern higher educational institutions, ignore the development of their brand component, which is why they lose market share, credibility and popularity.

The aim of this study is to prove the feasibility of using branding for higher educational institutions as an effective technology for developing competitiveness and strengthening their position in the educational services market.

Brand and brand management research was carried out by such well-known marketing specialists as P. Kotler, D. Aaker, D. Van Praet, D. Kennedy, B. Sharp, B. Tracy, M. Haig, M. Newmeyer; domestic researchers: L.V. Balabanova, S.S. Harkavenko, V.D. Sekerin, A.O. Starostina, M.V. Shulhina and others. Currently, developments in the field of personal branding are being updated by T. Peters, D. D'Alessandro, J. Selenbacher, L. Lynn and others.

A brand is a complex concept and has complex emotional and semantic colouring. There are many approaches and interpretations of this term. We will start from the generally accepted and simple definition, according to which a brand is a set of concepts that generalize people's ideas about the related product, service, company or person. There are several basic interpretations of the brand. According to the first one, a brand is the sum of all the feelings, memories, images, and emotions that a person experiences when they encounter it. According to the second one, this is necessarily a very positive image, which indicates the high quality and good reputation of its owner [1]. All these definitions emphasize important brand attributes: quality, reputation, and a positive emotional image in the consumer's mind.

The development of branding as a competitive strategy is explained by its effectiveness since it has a number of advantages:

- activation of efforts to create a truly high-quality product;
- growth of internal employee motivation (corporate spirit);
- strengthening the image of the organization as a whole and its individual representatives;
- increase of the level of trust and loyalty of customers/consumers;
- sales and market share growth.

Let us consider each of these factors according to such an organization as a higher educational institution.

Creating a high-quality product. Every successful brand should have a high-quality product behind it. This is the law for modern brand management, marketing and business in general. The product of a higher educational institution is educational services. Quality of education is one of the most controversial issues due to the lack of clear and final criteria, and the question is what to put into the very concept of quality for educational activities: academic performance of students, scientific level of personnel, the effectiveness of training, the opinion of students themselves, the popularity of the educational institution or rating. Therefore, we are talking about the principle of quality

of knowledge provision: knowledge can be provided efficiently, that is, systematically, meaningfully, in a timely manner, organized, accessible and effective.

Some researchers define an educational service as a product of the team work of teachers and students. Therefore the quality of this product depends on the harmonious interaction of several components:

- professionalism and awareness of the teaching staff;
- effective operation of the educational management system;
- involvement of educational applicants.

When teachers work as a well-coordinated professional team, everyone is interested in creating the best educational products and technologies, the educational process acquires high-quality characteristics. When the organization of the educational process in an educational institution is transparent, clear and convenient for all participants, educational management is carried out efficiently, and educational services are provided properly. The involvement and motivation of educational applicants is the key to their intellectual and professional development, confidence in their competence, which are also indicators of high-quality training. Thus, branding for a higher educational institution begins with the main thing – an assessment of the quality of educational services provided. The means of implementing this task is comprehensive internal monitoring, which includes quantitative analysis of many indicators: rating of teachers, analysis of scientific, methodological and resource support of the educational process, assessment of involvement in research and social projects, partner programs, analysis of administration and management technologies. To create truly high-quality educational services, an educational institution should develop a multi-criteria system for monitoring the quality of education and implement it annually. The result of this monitoring is the actual level of educational services provided, which gives grounds for further qualitative analysis of problem areas and making informed decisions on optimizing the educational process and the quality of educational services.

Internal motivation of employees also significantly affects the "brand strength" of the educational institution. Employees of an organization, in marketing parlance, are internal customers whose loyalty should also be taken care of. Internal marketing is the promotion of the company's mission, goals, products and services among its employees, the belief that the company's product is important and necessary for people. Internal marketing is aimed at increasing employee engagement and working with customers as efficiently as possible [5]. It is important for teachers to feel the weight of their mission, to be involved in scientific progress, and to belong to the intellectual elite of society. An educational institution that provides teachers with a free and progressive scientific and educational environment, a sense of respect and prestige for their vocation, will have a strong human resources potential, successful students and an attractive social image. Such well-known universities as Oxford, Harvard, Sorbonne are brands and attract not only potential students but also professors from all over the world. Many scientists consider it an honour to belong to the teaching staff of these universities since these universities have the image of the world's flagships of education, where the

scientific elite works, advanced technologies and innovations are developed, large-scale research is conducted, and scientific discoveries are made. Belonging to the scientific and educational community, which is the engine of society's development, is prestigious and creates a sense of belonging to something important and global among teachers. This increases motivation to work and strengthens the appropriate corporate culture.

Therefore, internal marketing for educational institutions is no less relevant than external marketing. Teachers and students in the educational institution are united in a single scientific and educational hub, where a powerful exchange of knowledge, ideas, and experience is carried out, various collaborations on professional interests are created, and collective research projects are implemented. And the more active this community is, the stronger the brand of the educational institution. Therefore, the task of internal management and marketing is to promote the creation of an academic environment filled with opportunities for professional, scientific, and business development of teachers and students.

Strengthening the image of the institution. Let us use the classical definition of P. Kotler: "Image is the perception of a company or its products by society" [3]. This is what our higher educational institution looks like in the eyes of society. Tangents to the concept of an image are the terms reputation, authority, good name, etc. The image and patterns of its formation were described by T. Peters and R. Waterman. The experience of American corporations was studied by S. Black, D. Daniels, P. Drucker, P. Kotler, T. Kono, E. Rogers, R. Foster, L. Iacocca.

Concerning domestic universities, it is worth noting that some have a history, traditions, a really positive image and prestige. But in most cases, the image was formed spontaneously, and there is usually no connection between the scientific authority of the professorship and the overall image of the institution. Purposeful brand management combines disparate and spontaneous image efforts into a single concept of a powerful corporate brand, presents the university as an authoritative institution, a monolith with a constellation of scientists and professionals. To achieve this goal, the university as a whole, each structural unit and each professor must set up appropriate communications and develop their own brand.

In the scientific community, teachers have their own, so to speak, scientific image rating in the scientific metric database (h-index), which reflects the activity of scientific life. Some people have their own blog, information channel, where they popularize ideas, teachings, share useful information and thereby develop their own brand and strengthen the image of their educational institution. This practice is extremely useful both for learners (students, applicants, graduates) and for personal self-realization. The desire to share important, interesting content indicates creativity, expertise and professionalism in the work of a teacher-scientist and commands the respect of students and colleagues.

The university's subsystems should also set up positive communications and manage their image: the dean's office, faculties, departments, resource centres, etc. How successful their profile is, how they are represented online, and how quickly they respond to requests. Today, in the context of a pandemic, remote work and study, the

work of these structural units is extremely important. Both students and teachers are in contact through technical support systems, so the idea of the entire university is formed through the experience of interaction with the administration. Therefore, concentrating efforts to develop an effective electronic profile of the university is the right marketing strategy that increases the brand's strength.

Another image event for the university is the invitation of well-known, authoritative persons, holding conferences, forums, meetings on topical socio-cultural topics. Everyone knows the speeches of Steve Jobs at Stanford (2015), Angela Merkel at Harvard (2019), John Soros at Oxford (2010). Today, higher educational institutions even prefer to have such "star" lecturers among employees or consultants, and this, of course, increases the image of the institution. Well-known personalities: politicians, businessmen, managers, lawyers, doctors, cultural figures also consider it appropriate to increase their expertise and status by cooperating with educational institutions, communicating with students. Collaboration between a university and a reputable expert in their field is mutually beneficial cooperation in every sense and contributes to the mutual strengthening of brands.

Increase the level of customer trust and loyalty. In marketing, customer loyalty is the result and indicator of branding effectiveness. Building long-term relationships with the client is a priority brand management strategy. A loyal customer is a brand supporter, prefers the company's product, enjoys interaction, creates positive advertising, and is not sensitive to changes in the product price. Harvard students proudly bear the lifetime status of a "Harvard graduate", send their children and grandchildren there to study, advise their friends and acquaintances, help other Harvard graduates find jobs, attend events and club meetings at Harvard, become patrons, investors, and co-founders of various Harvard initiatives. That is, graduates of this university are happy to remain members of the educational community throughout their lives.

Such commitment is an absolute competitive advantage and is worth earning. Customer loyalty is based on the value that the product carries. The product is the embodiment of value for the consumer and the result of the manufacturer's efforts. Since we have a multi-faceted phenomenon, the consumer considers the product of educational activity through the prism of values. What values does the consumer of educational services see in higher education? There are many scientific developments regarding the values of education as such, and as for the consumer's opinion and its marketing assessment, there are not many such studies in domestic marketing practice. We are talking about subjective, personally significant indicators for each individual. They are the ones that should be studied and used when developing educational services.

Unfortunately, in the framework of writing this article, we do not have the opportunity to conduct a large-scale study of the consumer value of educational services, but based on many years of experience in interacting with the target audience, we will hypothetically formulate the value of an educational service for the consumer. We would identify and describe two values – anthropocentrism and corporatism. This is what consumers of educational services strive for and appreciate education and educational institutions for.

Anthropocentrism. Assumes that the centre of attention of any educational system, any educational institution is always a student (cadet, post-graduate student, student, applicant, etc.). The educational process should be focused on the student, his or her interests and aspirations. In other words, a higher school is not an incubator of personnel for industrial sectors or the country. Rather, it is a professional and scientific hub (environment) filled with opportunities to create yourself as a specialist and professional.

Corporatism in this context is understood as the relationship between people who are ready and capable of joint activities. For the professional development of a person, it is extremely important to communicate with other experienced or well-known representatives of a particular profession, have role models, and be aware of trends, achievements, and best achievements in the chosen industry. Architecture students should be involved in the design projects of outstanding and ingenious structures of our time, physics students should be involved in the work of the latest experimental laboratories under the guidance of a well-known professor, medical students should seek to have consultations with doctors who have hundreds of successful operations behind them, and graduate students should take a constant part in scientific discourses with honoured academicians and professors. The social experience of student communities (fraternity, team, league, movement, union, etc.) is also useful. For example, everyone knows the power of informal communication and support among Ivy League members. Creating a unified professional reality motivates and develops the future specialist, combines knowledge with practice, expands the circle of acquaintances, makes the educational process rich in events, and promotes interest in the profession.

Sales growth and market share growth. Increasing market share is the goal of any organization, as it means winning in a highly competitive environment, increasing profits and a real indicator of the company's effective performance. Speaking about brand management, it should be noted that increasing sales and market share is rather a logical consequence of the right marketing policy. This is a quantitative indicator of branding effectiveness. In the work of an educational institution, a quantitative indicator of brand effectiveness is the admission campaign, where you can evaluate the number of applications submitted, the availability of competition, the total number of accepted applicants, the average score of the certificate, etc. Another quantitative indicator will be staff turnover. Thus, if the university carries out verified brand management, this will quantitatively affect the work of employees (the outflow of personnel will decrease, and the number of people who want to work will grow); the customer flow will also increase, that is, more applicants express a desire to study at this university and give it an advantage among others.

**Conclusions.** Thus, we tried to justify the feasibility of using brand management for a modern higher educational institution and analysed the advantages of this approach. We hope that the management and top management of national educational institutions will take advantage of the opportunities of modern management technology, bring their universities to a modern level, form powerful scientific and educational formations that will be strong and competitive in the global market of educational services.

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## THE SYMBOLIC PRODUCTION AND CRITICISM OF MASS (POPULAR) CULTURE

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**Annotation.** *The problem of criticism of popular (mass) culture is caused by ideological factors generated by the mythology of the n-dimension of human existence, although the pathos of the discourse generated by this criticism is directed at the existing state of affairs. Considering the phenomenon of this criticism as a manifestation of cultural racism, we can reveal the driving cause of the symbolic production of social reality. The conducted socio-philosophical analysis allows us to assert that in this case we are dealing with the antagonism of the Faustian and Promethean methods of symbolic production. As for the questions of the essence of the socio-historical nature of this structural contradiction, this is the topic of subsequent socio-philosophical understanding.*

**Keywords:** *field social, field politic, mass (popular) culture, two-dimensionality of culture, puerilism, cultural racism.*

**Formulation of the problem.** In actual social and cultural trends распространены negative perception of the mass (popular) culture. The thesis that the phenomenon of mass (popular) culture indicates a change in the socio-cultural reality under the influence of the industrial scale of symbolic production seems convincing. Negative connotations of mass (popular) culture are widespread in modern society. It is obvious that negative value judgments, the object of which is mass culture, represent the resulting impact of factors of “dehumanization”, “mediatization” in the social field. It is also obvious that the oppositions “mass (popular) / elite” or “classical / mass (popular)”, which are widely used by representatives of the scientific field and experts, form a stereotyped and clichéd perception of cultural objects. We believe that the paradigm of rejection of mass culture is explained not so much by the ideology of removing alienation, but by the phenomenon of cultural racism, which undermines the foundations of democratic institutions of public life and contributes to the erosion of the ideas of equality and social justice.

**Analysis of the during scientific field.** The criticism and negative perception of the mass (popular) culture is not a publication and research on the scientific mainstream. In the scientific field of Humanities and Social knowledge society cultural racism phenomena was first described in the works of Pierre Bourdieu. The scientist considers the manifestations of cultural inequality as a result of inequality in the distribution of cultural capital, and the consequences of cultural imperialism. His scientific vision was supporting such renowned researchers as X. Raufer, J.C. Passeron, M. Saint Martin, G. Mauger и другими [4, 5, 6, 7, 17]. Analysis of the scientific literature allows us to argue that an understanding of its manifestations in the context of the structures of everyday life or Lifeworld is important for the socio-philosophical understanding of the cultural racism phenomena. Methodological approach of this study fits in the project A. Schutz

social phenomenology tradition. It is an Organon (in Aristoteles terminology) for track and discovery the cultural racism discourses structures generic in the social-cultural worlds, to reveal principal forms of the cultural racism. The point of depart this study it's deconstruction of the demonstrative prejudice for the mass (popular) culture. In the scientific field it's explicate thank that discursive opposition spiritual soul cultural needs versus simplicities bases "lusts".

**The discussion.** The hypothesis of this study consist in the next presupposition: the cultural racism is a special case of the human existence n-dimension mythology which in his turn are an extensive interpretation «two-dimension» social-existence Herbert Marcuse doctrine. The origins of the theory of the n-dimension of man go back to the statement of Parmenides that man is a measure for things that exist and DO NOT exist. Therefore, any system of distinctions and differentiations can be considered in an anthropological perspective. Society is a system of differences that have arisen and developed in the history of mankind. In this study, an attempt is made to consider how society generates systems of inequality? The research methodology is based on the assumption of socio-cultural reality. Its foundations represent a system of structural and constructive elements that are the result of symbolic production in the social field.

The assumption of socio-cultural reality allows us to consider society as a complex structure that includes physical, historical, and social reality as independent elements of reality. The socio-cultural reality represents a continuous set of interactions in which the diversity of human self-determination in the world is realized.

Being realized in sensory-practical activity, this diversity expresses the forms of a person's perception of the world and himself. Based on the fact that the forms of sensory perception determine the subject of aesthetic theories, we will interpret the concepts of creativity and art in an expanded way, understanding society as a structural and constructive space representing cultural objects, including artifacts of the creative orientation of human sensory and practical activity in the world. It should also be noted that the theory of sensory-practical activity goes back to the criticism of ideologies presented by K. Marx. It is also important that the description of the socio-cultural reality can act as a means of legitimizing the existing system of inequalities in society, as well as a way of emancipation at the symbolic level or, using Marxist terminology, the removal of "secondary" alienation. The symbolic value of the mythology of the "two-dimensionality" of culture should be seen in the fact that it allows stratification in metacultural discourses, i.e. in aesthetics, the history and theory of art, the criticism of creativity, the functions of control over the cultural as an instrumental sphere, which does not produce, but serves the structures of symbolic coercion. First of all, the ideology. Such a vision is in contradiction with the diversity of subcultures that create a multi-layered socio-cultural reality. In addition, it is the opposite of the conditions for the ability to independently form a "map of cultural needs" that communication and interactive technologies provide to a modern person.

In modern society, cultural objects are quantified differently than in the cultures of industrial and, earlier, agrarian civilization. Cultural artifacts, thanks to communications,

are “dispersed” in the socio-cultural reality. Therefore, the structures of everyday life form multidimensional and internally interconnected human worlds that are reflected not in an “ontological mirror”, but in a “kaleidoscope” of reality, which is set not by a series of days, but by the spontaneity or purposefulness of “expectations”. In this regard, it is important to outline the vectors of semantic aesthetic polyphony of socio-cultural reality. Because there is no doubt that art transforms reality by adapting it to evaluation categories. The languages of everyday life represent it in the paradigms of the meanings “like / dislike”, “want / don't want”, “acceptable / not acceptable”.

In this regard, it is important to understand the attractiveness and necessity of mass culture in the modern world. It goes beyond the boundaries defined by the postulate of the “two-dimensionality” of understanding its phenomena and artifacts. The “two-dimensionality” of culture, as well as any n-dimensional understanding of the world and man, presupposes the presence of a certain collection of templates that we use in relation to reality and which are sanctioned by the authorities. The non-two-dimensional understanding of mass (popular) culture is due to the idea of exclusivity of interactions proposed by Niklas Luhman in the theory of social systems: “Speaking less abstractly” – the scientist asserts – “participation in the social system requires a personal contribution from a person and leads to the fact that people differ from each other, act exclusively towards each other; for they must make their own contribution, they must motivate themselves” [16, P. 294].

In this perspective, the issues of artistic dignity or the values of cultural objects should be “put out of brackets”. This is also necessary for the reason that the evaluation function of n-dimensionality is discriminatory. Its foundation includes the not quite clear category of “taste”, as well as the negative imperative of its explication: “one does not argue about tastes”.

The rejection of mythologies, the core of which forms the idea of the n-dimensional existence of a person and objects of the world around him, requires recognition that culture and art can focus on the characteristics of advantages, not preferences. However, their role should not be reduced to simple, understandable and pleasant evidences, thanks to which the mass (popular) art industry allows you to exalt an active participant in the social field to the role of a “magician” and “priest” of the beautiful, sublime, perfect, true in life.

The next direction should be considered in the context of the rejection of the cult interpretation of the aesthetic content of the social field. Its main manifestations are associated with conspiracy theories of art, when the opinion of an expert or an interpreter should determine the attitude to works of art. There is an opinion that the artistic value of the “Black Square on a white background” (1915) is the result of a “conspiracy” of art critics, and the value of the “Fountain” (1917) should be seen in the intentions hidden from the uninformed viewer. It is also important to describe culture itself in terms of theories of unequal value of artifacts of artistic creativity, which assume a direct dependence of the understanding of the work and “artless expediency” [14].

It is also necessary to take into account the fact that the ideology of creative service

plays an important role in the incorporation and interiorization of the symbolic space of power in the human consciousness. Therefore, we believe that ideas that allow us to understand the subject as a horizon, considered a phenomenon of mass (popular) culture and art, are of sufficient interest. The starting point for this is the value-historical analysis developed in the works of Johan Huizinga. It is represented by a number of essays and studies of the culture and social function of the game [11; 4]. The idea of contextualizing the game theory of J. Huizinga was proposed by L. Di Filippo [9]. In turn, we note that not only a socio-historical explication of the game theory is possible. Huizinga's, but also an extrapolation of its individual provisions: phenomena that at the time of the appearance of the author's theoretical constructions had no place in culture and art. Thus, the concept of puerilism, sublimated from evaluative connotations, allows us to identify a variety of contexts of human participation in the construction of one's own horizon.

The use of the term puerilism in film criticism is well known. Thus, in the context of the analysis of S. Spielberg's heroes, the antinomy "puerilism / puerophobia" was formed [8]. The same concept is used mainly in the antithesis "adult / child", emphasizing the "indelible love of adventure" (Alexander Genis) [15]. It is possible that the mythological motif of eternal youth reveals itself behind the puerilism of modern civilization. It can be understood both as "eternal spring", and as "Adonis' dream", and as a refusal to search for a "meaning-forming picture of the world", and as the antithesis of "adult conformism" and "adolescent nonconformism" in relation to negative elements of social reality proposed by Valery Zelensky [18].

Thus, a characteristic feature of puerilism in the cultures of modern civilization is the limited influence of the rational on the constitutive elements of culture, for J. Huizinga is a game. However, the author of the concept of *Homo ludens* emphasized that it is necessary to distinguish between puerilism and manifestations of social immaturity and infantilism. In addition, puerilism is not a form of dependence or a manifestation of childishness or boyishness, but represents an active form of individual participation in the construction of socio-cultural reality. Noting the weakening of the influence of the rational on the order, Huizinga expresses his own regret, but the trend noted by him has an objective, and, therefore, independent of "regrets", meaning for understanding the structures of the social field.

We can look at the problem of puerilism in another way: why does society require seriousness? If we use the metaphorism of Gogol's social sarcasm, then in relation to "just pleasant" and "pleasant in all respects", society requires expressing respect. It will not be unexpected to understand that in this way the government reproduces the social hierarchy at the level of sensory-practical experience. And in this reproduction, the quantification of symbolic resources, including the distribution of cultural capital, is carried out.

The construction of cultural hierarchies in the social field is reflected in the sociology of Pierre Bourdieu [5, 7, 9]. To focus the understanding, it is necessary to "put out of brackets" the relations of the contrarity of "rational" and "irrational" in the construction of socio-cultural reality. It is this position that supports the myth of two-dimensionality,

and through it the dominant oppositions of “material / spiritual”, “spiritual / rational”, “hidden / explicit”, in the field of evaluating cultural objects and determining the value of a work of “plebeian / elite or refined”.

Each of these dichotomies is a marker of “cultural racism”. As Pierre Bourdieu notes, the marker is constructed by contrasting the authentic taste of a representative of the discriminated group and a high aesthetic “connoisseur” (for example, female beauty or folk art) [5]. To avoid the dichotomies and classifications of culture provoked by the myth of two-dimensionality, it is necessary to present them as a “world through the looking glass”. In it, the meaning of the everyday and obvious acquires a variety of meanings, where everyone's consciousness is perceived as a co-accessory, and not a “mirror”. For the characteristics of mass (popular) culture, both its sanctioned meaning and the forms of resistance to reality represented in the images of mass culture are important.

If you think about it, the thesis about the banality of mass (popular) culture is neither a definition of its “bad taste”, nor an indication of its peculiar aesthetic inferiority. He points only to the fact that mass (popular) culture, for example, in its manifestation as cinema, represents not only the possibilities of technical inventions, but also the penetration of technology into the socio-cultural reality, denoting a kind of “grasping” of the audience's perception.

The understanding of socio-cultural reality has never been distinguished by simplicity, there has always been pathos in it. For example, “serving” the polis, the throne, the revolution, the party, the Fatherland, etc. Therefore, TV series are one of the most common forms of banality art, which, like a poster in painting, constructivism in architecture, most closely corresponds to the criterion of creativity, about which V. Benjamin writes: “Today, only banal clarity is required from artists” [2, P. 196]. This requirement is generated by the gap within art between the style that determines the composition of the work and the image that includes the work in a context that is understandable to the viewer.

The need for contemplation, reconciliation with reality, the creation of an acceptable image of reality are the main themes of the philosophical interpretation of the socio-cultural world. Their formation can be traced from the teachings of Aristotle about the interdependence of happiness and contemplation [1, P. 285] and to the well-known statement of Z. According to Freud, culture “should remain the work of the entire human collective”, since “every individual is a virtual enemy of culture” [10]. The generalizing conclusion of this study is the thesis that mass (popular) culture is a component of the universal and universal culture of contemplation. In other words, defending the idea of two-dimensionality and the pathos of criticism of the consumer society leads away from the real problem of understanding the human situation in the world.

A modern person is included in a culture that is able not only to form the space of his desires, but also to turn desires into a product that brings profit. And this is not a problem of the honesty of producers and the spirituality of consumers, it is only the correspondence of the product-product in the hierarchy of consumer desires. In the “best

of all worlds”, a person wants to see himself at the top. Playing the role of the supreme being, either in the world or outside it, is the art of turning the world into a reminder to a person about himself.

The evidence of mass (popular) culture misleads both the person and the researcher. In society, culture is both an essence and an attribute. It focuses on the possession of a person of the world. The multilayered nature of culture is not only extensional, but also qualitative. As outlined by I. Kant in the Preface to “Anthropology”: some successes in the field of culture serve a person [13, P. 138]. Therefore, the actual culture is not projected by a historical-political, national or linguistic community (borders of states, conglomerates of language landscapes) in the space of artifacts, but appears as a kind of “school of humanity”, the purpose of which is “to apply the acquired knowledge and skills to the world; but the most important subject in the world to which this knowledge can be applied is a person” [8, P. 138].

**Conclusions.** Subjectivity in the socio-cultural world is a reality whose goal is a person. If we use the metaphors of spatial orientation and vision, then culture is a modest landscape. But the phenomenon of mass (popular) culture, including the space of desires, expands the Kantian context of understanding social reality, presenting a person as both a spectator and a player. It is likely that one of the most significant arguments that are directed against mass (popular) culture is the argument of "simplifying" perception and a kind of inoculation of an uncritical attitude to reality. However, the context of this argument refers the audience to the political field. It is more an illustration of criticism of the authorities than the real direction of political action.

The task of critics of mass (popular) culture is to change the attitude of the audience to the practices of everyday life. But to what extent such criticism contributes to the individual's self-development is an open question. Is it possible to really expect that the social reality will change due to a change in attitude, which, in turn, represents a certain amount of changed relations or a kind of critical mass of rejection? To put it another way, what is the meaning of criticism of mass (popular) culture?

Radical criticism of mass (popular) culture at the level of everyday life, as mentioned above, has the task of changing the attitude to the existing state of affairs in social reality. For example, to a certain injustice. If we try to find a more accurate illustration, then this may be, for example, discourses of pre-soviet, soviet. Post-soviet intelligentsia with their bourgeois life, sausages in refrigerator, TV-pictures metaphors omnivorous “people” etc. In general, our conclusion is as follows: criticism of mass (popular) culture is always the result of rejection of the hierarchy of preferences of the dominant social group. And such criticism seems necessary, fair and useful, not for the reason that it contributes to changes, but because it is not possible to predict the direction of changes and rationally explain them. Criticism of mass (popular) culture compensates for the lack of a rational understanding of social reality. However, it should be noted that criticism of mass (popular) culture, after all, has a positive meaning. But not because it is able to change something, or in so far as it is progressive. On the contrary, such criticism is always reactionary in its essence, since the mythology of n-dimensionality determines its initial

boundaries. Its positive property lies in the fact that it represents a kind of veil of conflict or, if you like, antagonism of the two main methods of symbolic production. Symbolic production of the Faustian and Prometheus types of culture.

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## LAW

### ADMINISTRATIVE AND LEGAL FUNDAMENTALS OF CORRUPTION PREVENTION IN THE AGRICULTURAL SPHERE OF THE STATE

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**Annotation.** *The phenomenon of the corruption and ways to stop and avoid its preconditions have become the subject of the controversy, an instrument of political struggle in Ukraine. Especially the fight against corruption in the agricultural sector of the economy is important, considering its share in the structure of the Ukrainian economy. There are also no transparent rules of operation and responsibility of the central executive bodies for the development of the agricultural sector at this stage.*

*The article analyzes the issues of administrative and legal principles of combating offenses in the agricultural sector, which are related to corruption. Gaps have been identified in the legal regulation of liability for corruption-related offenses, and ways to address these issues have been suggested. Attention was paid to the need to develop and apply a mechanism to bring an official to administrative responsibility for offenses related to corruption in the agricultural sector of the economy.*

*Based on the principles and norms of administrative legislation related to the prevention and combating of corruption, the subjects of ensuring and preventing corruption in the agricultural sector, the concept and essence of the law were specified, law enforcement in the field of preventing corruption in the agricultural sector was determined. The role and significance of the fight against corruption in the field of internal security of the state are determined, as well as the forms and methods of activity of law enforcement bodies for the fight against corruption are determined. The subject and content of normative legal acts regulating the process of preventing corruption in the agricultural sector of Ukraine are also analyzed.*

**Keywords:** *corruption, anti-corruption, agricultural producer, agribusiness, anti-corruption legislation, anti-corruption bodies.*

**Introduction.** Preventing and combating corruption is a form of protection of society, human rights and freedoms, their guarantees and ensuring the internal security of the country from excessive abuse of power by state bodies. Creating activities on the prevention and prevention of corruption it is necessary to take into account their adequacy in accordance with the general criminogenic situation, as well as their timely application.

The phenomenon of corruption and ways to stop it and avoid its preconditions have become the subject of controversy and an instrument of political struggle in Ukraine. Each new government passed anti-corruption laws and concepts that did not work at all in practice, but, as usual, only more - contributed to the spread and growth of corruption in the state.

Thus, it is undeniable that corruption negatively affects all areas of government activity, especially the economy, which, in its turn, slows down the development of market reforms and economic policy. The agricultural sector of the state, which has enough unregulated legislation to allow the use of various shadow schemes, is no exception. There are also no transparent rules of operation and responsibility of the central executive bodies for the development of the agricultural sector at this stage. Therefore, it is important to develop and ensure compliance with Ukrainian legislation to prevent corruption in the agricultural sector and to impose severe sanctions for corruption offenses.

The purpose of the article is to identify the legal framework and practical principles of preventing corruption in the agricultural sector, feasibility, regulation, clarity and adequacy in accordance with the Constitution of Ukraine and current legislation on corruption prevention based on a comprehensive analysis of theoretical material. Also, analyze and compare international experience in the field of corruption prevention, development and identify prospects for improving national legislation in the field of combating corruption in the agricultural sector. Definitely the main ways to prevent corruption in the agricultural sector of the country on the basis of a comprehensive analysis and to prospects for improving national legislation in the field of combating corruption in the agricultural sector. The article identifies the essence and features of law enforcement agencies in relation to the prevention of corruption in the agricultural sector due to such methods as dialectical, analysis and synthesis, comparative law, systemic, formal-logical and sociological.

The use of a set of methods and techniques is determined by a systematic approach, which makes it possible to explore the problems in the unity of their social content and legal form. Using methods such as dialectical, analysis and synthesis, comparative law, system, formal-logical and sociological, the essence and features of law enforcement agencies' activities to prevent corruption in the agricultural sector are determined.

The main in this system is the general scientific dialectical method, which makes it possible to explore the problems in the unity of their social content and legal form and to carry out a systematic analysis of legal regulations in the field that is the subject of research. The methods of analysis and synthesis were used in the analysis of the provisions on the content, structure, competence, administrative responsibilities and rights of public authorities and specially authorized bodies in the agricultural sector and their administrative and legal status. The formal-dogmatic method was used in the interpretation of current legislation. The method of comparative legislation made it possible to carry out a comparative characterization of foreign experience and the experience of Ukraine in the field of the agro-industrial complex.

**Review of literature.** Defining the priority areas of state anti-corruption policy, we should proceed from the definition of "corruption" proposed by the American economist Robert Klitgaard. Corruption is defined by this researcher as greed plus opportunity and minus control [4, p. 23].

Melnyk M.I. includes the following in the list of tasks of anti-corruption: clarification of the social and legal essence of corruption; identification of the main social preconditions, general causes and conditions of corruption, causes and conditions of specific acts of corruption; formation of the state anti-corruption policy, and on its basis - definition of concepts and programs of counteraction to corruption; development and practical implementation of anti-corruption programs (at the national, regional and local levels), which could include appropriate socio-economic, political, legal, organizational and managerial, law enforcement and other measures; clear formation and improvement of legislation on liability for corruption offenses; analysis, comparison and use of positive experience of anti-corruption activities of foreign countries, cooperation with countries and international organizations in the field of anti-corruption [9, p. 136].

**Law enforcement activities in the field of preventing corruption in the agricultural sector of the economy.** It is especially important clearly define the concept, essence and content of the tasks of these bodies in this area in an environment where the activities of law enforcement agencies in the fight against corruption in the agricultural sector are becoming more multifaceted. Therefore, it is important clearly and concretely formulate the functions of law enforcement agencies as participants in the fight against corruption in the agricultural sector and enshrine them in special anti-corruption legislation in order to create a system that will professionally, effectively and effectively fight corruption in the agro-industrial complex.

Adoption of the Law of Ukraine "On Prevention of Corruption" [13], Anti-Corruption Strategy and Anti-Corruption Program, in particular in the agricultural sector for 2018-2020, the Law of Ukraine "On Anti-Corruption Bureau of Ukraine" [11] and other normative acts, as well as the introduction of appropriate changes in the current legislation governing the law enforcement activities of law enforcement agencies is the beginning of the formation of such a system. Prerequisites created for a theoretical study of the functions of law enforcement agencies in the field of anti-corruption.

For effective research, it is important to reveal the concept and essence of such a concept as the definition of law enforcement in the field of prevention of corruption in the agricultural sector. Clarifying the essence of this term is extremely important, as a general understanding of the tasks of law enforcement agencies will help to identify such areas of the task as combating corruption, and to correlate it with other types of tasks of law enforcement agencies.

As a result of a survey conducted by the Public Union "All-Ukrainian Agrarian Council" through a questionnaire, another problematic issue for the private sector there is still a raider seizure of agricultural land. About 71% of farmers believe that their business and property rights are not protected from raiders attacks, and this problem is especially acute for residents of the southern and eastern regions of Ukraine. According

to the results, 31% of the surveyed farmers noted a high risk of a raider attack on their business, while 44% of respondents rated the level of threat as average. According to 64% of farmers, the main reason for the dominance of raidership is corruption in government, local government and law enforcement [7].

The main way to fight corruption and raiding is that 39% of surveyed farmers see farmers' associations and 36% see changes in current legislation.

After analyzing the above assessments, we can say that they are general and describe the direction of law enforcement, however, the general nature of the tasks may not contribute to the recognition of law enforcement agencies as specially authorized entities in the field of combating corruption, in particular in the agricultural sector.

Obviously, this situation in the fight against corruption in the agricultural sector by law enforcement agencies as anti-corruption actors is unsatisfactory, and therefore needs scientific research.

Analysis of the functions of law enforcement agencies in combating and preventing corruption is no less important.

Thus, S. Khripko believes that the functions of a state body express the main purpose of the state body, that is, they adjust part of the work that should be performed by a state body in the framework of its activities [3, p. 118]. The functions of public authorities are the main areas of their activities, which reveals their essence and purpose in the state mechanism [216, p. 7]. Such approaches for understanding the concept of functions are the most common among domestic, and foreign scholars, as they are understandable and most acceptable.

Despite the insignificant achievements and work of scientists in the field of disclosure of the concept and tasks of law enforcement agencies, yet the legislator is on the right track. Because specialized bodies are gradually being created and the functions of general bodies, which are called in many ways, are being expanded and to act efficiently and quickly at all stages of the investigation of corruption offenses. It is also very important to further expand and make these tasks more specific in different areas, where corruption offenses may occur, in particular the agricultural sector.

**Legal regulation of law enforcement agencies to ensure the fight against corruption in the agricultural sector.** According to the Law of Ukraine "On Prevention of Corruption" [13] of October 14, 2014, corruption is the use by a person of his official powers and related opportunities in order to obtain an illegal benefit or accept a promise / offer of such benefit for himself, or other persons, or, respectively, a promise / offer or giving an improper benefit to a person, or at his request to other individuals or legal entities in order to persuade that person to misuse his or her official powers and related capabilities.

Covering the issues of legal regulation of law enforcement agencies in the field of combating corruption in the agricultural sector.

It is worth analyzing Section IV of the Law of Ukraine "On the National Police" [12], which enshrines the powers of the National Police, according to which police units in Ukraine are empowered to prevent and combat corruption offenses, namely:

implementation of preventive and preventive activities aimed at preventing such violations; identifying the causes and conditions that contribute to the commission of criminal and administrative offenses, taking measures within their competence to eliminate them; taking measures to identify criminal and administrative offenses; cessation of identified criminal and administrative offenses in the field of anti-corruption.

In order to eliminate the corruption component in the agro-industrial complex requires active action on the part of both farmers and legislators. Because the opinions, proposals and conclusions provided by farmers, must be perceived and taken into account by the committees of the Verkhovna Rada of Ukraine.

In order to combat corruption in the agricultural sector, the Ministry of Agrarian Policy and Food of Ukraine adopted the Anti-Corruption Program of Ukraine for 2018-2020, which was developed on the basis of and to implement Article 19 of the Law of Ukraine "On Prevention of Corruption"., approved by the decision of the National Agency for Prevention of Corruption of December 2, 2016 №126, registered with the Ministry of Justice of Ukraine on December 28, 2016 by №1718 / 29848, and taking into account the Guidelines for the preparation of anti-corruption programs approved by the National Agency for the Prevention of Corruption of January 19, 2017 №31. The main purpose of the Anti-Corruption Program is to take effective and improve existing measures, aimed at effective and efficient prevention of corruption in the field of agribusiness in Ukraine.

**The most common corruption offenses in the agricultural sector and ways to eliminate their consequences.** Ukraine can be called an agrarian country, as most of the country's GDP and foreign exchange transactions are agricultural products. However, this area of business also has problems with various corruption schemes and fraud, which operate independently of changes in reformers and legislation. Government losses from shadow schemes in the agricultural sector are estimated at billions each year. The following are the most popular schemes of corruption in the business:

1. Free privatization of land. According to the law, every citizen of the country is entitled to 2 hectares of agricultural land free of charge. In practice, this process is mainly accompanied by corruption - the land is acquired by a law-abiding citizen who is denied reasons for lack of free land (according to the explanation of a corrupt official of the State Geocadastre), and individuals who then lease the land to the organizer of the scheme for free for 49 years. In the same way, the lands intended for participants of anti-terrorist operation were distributed. The volume of corrupt services in the field of free transfer of land is not less than UAH 500 million per year [5]. Can be accepted as an option to solve this problem bill № 4355 On the expansion of the rights and opportunities of local communities in terms of land use, which reduces the powers of the State Geocadastre, the maximum - just to abolish the possibility of free privatization of land.

2. Corruption schemes with the assets of the National Academy of Agrarian Sciences and state enterprises. The National Academy of Agrarian Sciences of Ukraine has an area of 400,000 to 600,000 hectares (there is no exact information on the calculation of land). The purpose of these lands is to conduct research, and in practice, these lands are

leased for cash and leave money for themselves (about \$ 100 per hectare). The academy could bring about one billion hryvnias a year to the budget by officially leasing part of the land. This would allow the institution to be independent of public funding and quietly engage in research activities. About 1 billion hryvnias a year are lost by the state on illegal land lease [2].

3. Grain market: obtaining phytosanitary certificates. The disadvantage is that the shipment permit - quality certificates, the results of grain analysis are sold today in Ukraine. If the funds are not paid, no certificate will be issued, which will result in the payment of a large number of fines for the downtime of the vessel. It is impossible to solve the problem by revoking the phytosanitary certificate, as was the case with grain quality certificates - it is issued in accordance with international obligations. Therefore, private laboratories should be given the right to conduct grain analysis, and officials should be left with only the obligation to issue certificates in the event of a positive conclusion from a private laboratory. It is important to develop adequate criteria in the laboratory so that it does not turn into another scheme of corruption (when there is only one laboratory owned by the same official), and on the other hand, to ensure the appropriate technical level of laboratories that could have the right to conduct such research.

4. Services of the State Statistics Committee and the Agrarian Fund. State Grain Operator - The State Food and Grain Corporation of Ukraine (SFGCU) and the Agrarian Fund, according to farmers, have collected a full range of corruption schemes: overpayment for the provision of transport or grain storage services, buying grain is expensive - selling cheap (sometimes the same counterparty). At the same time, the grain that has been deposited in SFGCU or Agrarian Fund elevators may simply disappear. Only for 3 years, the State Control Committee of Ukraine brought losses of 3.5 billion UAH. This problem can be solved by privatizing these enterprises [8].

5. Grain logistics. There are many opportunities to take bribes in grain logistics. By limiting the maximum weight of self-propelled trucks to 40 tons and establishing weight control on the roads, grain producers and traders pay inspectors a certain amount of money to keep their eyes closed in case of breakage and overload. In addition, the fact that there is a shortage of grain trucks during the peak season. When agricultural production grows, at this stage of development there is a need for rail transport, which, unfortunately, by 2.3 times higher than the actual supply of grain trucks. The problem can be solved by abolishing weight restrictions, increasing the rolling stock of grain trucks, as well as developing rules for the carriage of goods together with carriers and manufacturers, exporters and officials [2].

**Conclusions.** 1. After having analyzed activities of the main actors in the prevention of corruption, in particular in the agricultural sector, we can conclude that their functions, tasks and powers at the legislative level are described in detail. However, in order for these norms to work, there must be a high-quality practical implementation of the established norms. Unfortunately, in the practical application of the basic principle of the rule of law, we face their ineffectiveness due to a number of circumstances, irresponsibility and impunity of employees of anti-corruption institutions and lack of practical mechanisms

for their solution. Therefore, the parliament should establish sanctions for violations and deviations from the exercise of powers by members of anti-corruption bodies and institutions and the mechanism for their application in more detail at the legislative level.

2. We also would like to emphasize that despite the small achievements and work of scientists in the field of disclosure of concepts and tasks of law enforcement agencies, the legislator is still on the right track. As specialized bodies are gradually created and the functions of general bodies are expanded. They are involved from all sides and at all stages of the investigation of corruption offenses in order to act quickly and effectively. It is also very important to further expand and make these tasks more specific according to the various areas where corruption offenses may occur, including strategic areas such as agriculture.

3. Despite the introduction of new anti-corruption laws, finally, from year to year in the rankings of international organizations, Ukraine is among the countries most affected by corruption. Thus, we consider it necessary to note that the state anti-corruption policy in Ukraine needs significant modernization in the application of updated approaches based on the results of in-depth research. Priority areas should be determined only by a correct understanding of the legal nature and content of corruption, taking into account the so-called corruption zones, as well as the factor of population perception of this socially dangerous phenomenon.

4. To implement the principles of the general departmental policy on preventing and combating corruption of the Cabinet of Ministers of Ukraine it is necessary to assess corruption risks and measures to eliminate them, organize monitoring of compliance with the rules of virtue, objectivity and impartiality, competence and efficiency, a proper implementation by officials of the provisions and requirements specified in the regulations on structural units, job descriptions and compliance of decisions with the requirements of laws and other regulations, to strengthen the ability to fight corruption in state-owned enterprises, institutions and organizations belonging to the sphere of government, ministries and departments, to eliminate corruption factors in the field of public procurement, use of budget funds, providing conditions for reporting violations of the law on corruption requirements.

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## FEATURES OF LEGAL REGULATION IN THE FIELD OF PLANT VARIETY PROTECTION

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**Annotation.** *The article summarizes the problems of approximation process Ukrainian legislation in the field of intellectual property to the EU legal system. The analysis makes it possible to identify problems in further ensuring the legal protection of plant varieties requiring urgent solutions, and to propose approaches to increasing the efficiency of this process.*

**Keywords:** *protection of plant varieties, seed production, intellectual property, agrarian sector; UPOV Convention.*

Among the objects of intellectual property, the rights to which are protected by relevant international agreements and legislative acts of the state, biological objects, in particular plant varieties, belong to a special form of intellectual property. The peculiarity is that in contrast to industrial intellectual property, which after their development acquire a finished form and do not change during use, biological objects are variable. This is especially true of plants, the use of which requires repeated reproduction with the help of reproductive material. In the case of legal protection of plant varieties, the object of legal protection itself is separated from its material carrier, reproductive material, the circulation of which also requires special legislation. On the other hand, the larger the area of geographical distribution of the variety, the more difficult it is to confirm the validity of its legal protection.

In Ukraine today, the main problem is the lack of discipline and responsibility in the implementation of existing norms, control and clear division of powers between the bodies involved in the registration of plant varieties. Amendments to existing legislation, adapted to international law, should solve this problem.

**Introduction.** The reform of legal regulation in the field of seed production was carried out back in the 1980s in many countries, such as Turkey, Peru, Bangladesh, India, Mexico, Malaysia. Many of the processes that are taking place in this area have already been passed by developing countries, and we are given the opportunity not to repeat other people's mistakes and to master those practices that have actually proven their effectiveness.

The international seed industry primarily consists of private seed companies and farmers' associations, breeders of new varieties, importers, exporters. Associations often unite in regional and international organizations that serve as platforms for information

exchange, training, research, and negotiation processes.

National seed associations work closely with international organizations such as the Organization for Economic Co-operation and Development (OECD), which develops certification schemes in international trade, the International Seed Testing Association (ISTA) and others.

Developing countries, which were dominated by state control over seed production until the reforms of the 1980s, have recognized the need to develop the private sector in this area. For this, institutional changes were carried out: the private sector, local and foreign seed companies began to be involved in the processes that were controlled by government departments, such as variety testing, registration of varieties, certification of seeds.

The role of the state in the formation of the private sector in seed production was significant in providing information and financial assistance, technical support in the process of joining national associations to international seed organizations, as well as in reforming legal regulation in order to move away from total state control at all stages of seed production [1].

There is no compulsory registration of commercial seed varieties in the United States. The Ministry of Agriculture does not maintain a unified register of commercial varieties. Registration is voluntary for seed companies that can submit their variety data to the register.

The European Union practices compulsory registration, but at the same time it is enough to provide information in one of the member countries, and companies gain access to the entire EU market. The tests do not last more than two years.

Many developing countries had a policy of compulsory registration and tight control of new seed varieties, not permitting the sale of seeds before an authorized government agency conducted a mandatory trial of the new variety, which could last from 2 to 6 years (depending on the type of test and variety). Testing of varieties and hybrids of agricultural crops is carried out for economic utility (Value in Cultivation and Use, VCU). In case of positive test results, the variety was entered in the register (national catalog) of commercial varieties.

On the one hand, this approach had to ensure the sale of exceptionally high quality varieties, but on the other hand, such tight controls are often used as a barrier to the entry of new varieties from the private sector or imports into the market. Government trials are lengthy, costly and not indicative of coverage, as they are often limited in quantity and quality [1].

As a result, prior to the reforms of the 1980s, in developing countries at the time with compulsory registration, commercial variety crop registries consisted mostly of old varieties, since the cost of testing new varieties could exceed the potential profit from the sale of new varieties of seeds.

It became apparent that mandatory government testing consumes significant resources that could be used for useful research and technology diffusion. This is especially negative in small and poor countries, where companies are willing to spend

money on trials to develop new hybrids of major commercial varieties (for example, corn), but leave opportunities for other openly pollinated varieties beyond the threshold.

The situation in many developing countries has changed dramatically over the past 30 years, following the introduction of significant reforms in this area in a number of countries.

For example, in India, variety registration and certification has always been voluntary. The Government of India has facilitated the import of seeds and the commercial presence of foreign seed companies, and has also provided access for private companies to germplasm from public research institutes.

Bangladesh abandoned compulsory variety registration for all seeds in 1990 and applies such a requirement for only five staple crops (rice, wheat, jute, sugar beets and potatoes). As a result of deregulation, private seed companies and NGOs were able to test and introduce new crops, including corn hybrids (fodder and sweet corn), sunflowers and a variety of vegetables.

Reforms canceled the obligation registration and certification in Turkey and allowed private companies to introduce new hybrids and varieties for different crops. As a result, farmers and consumers have experienced significant benefits and increased income. Changes in legal regulation have become a significant factor in the growth of exports of fresh and frozen vegetables. If before the reform only one variety of cucumbers was registered, then after the abolition of mandatory registration, by 1992, more than 100 new varieties of cucumbers were introduced for export. The same applies to the number of potato varieties that have grown dramatically [2].

In Peru, reforms in the late 1980s allowed several new private companies to grow seed. Decentralization and delegation of regulatory and certification functions to regional seed committees / councils and farmers' associations has allowed small seed producers to step out of the shadows and participate in the seed industry legally.

The most important link in seed production is the seed certification system for agricultural plants. In most foreign countries, a seed certification system means a combination of different types of control (ground, field and seed / laboratory) for confirmation of quality indicators by seed categories, which is carried out by authorized seed certification bodies. As a result of inspections, the authorized body submits documentary confirmation of the conformity of a batch of seeds of any variety included in the Register of commercial varieties, established standards and other regulatory legal acts in the seed industry.

The subject of compulsory certification in most countries is consignments of commercial varieties, seeds for large crops and supplies to state seed funds. In other cases, voluntary certification of seeds is carried out on the basis of applications from their owners for the same indicators.

There are various approaches to checking seed quality. In the USA, for example, there is no mandatory certification, and the problem of seed quality is solved through a policy of "truthiness labeling", allowing companies to define their quality standards and carry out testing, requiring only accurate labeling with comprehensive information

on the variety, germination, purity, inertia. State and federal agency certification is voluntary [3].

In the EU, the seeds of the most important agricultural plants for sale are subject to certification, but there is no mandatory certification of vegetables, flowers and ornamental plants.

Certification is voluntary in many developing countries, including India and Bangladesh, as is the United States. Many developing countries are following the EU's experience. Certification systems in them differ in the list of genera and species of plants, for the seeds of which certification is mandatory (for example, in India - only rice, in other countries - several dozen genera and species). Requirements for the phytosanitary state, as well as limiting the number of weeds in seeds, are recorded in many countries.

The protection of new plant varieties (protection of intellectual property for a new variety) is an important area of legal regulation in the field of seed production. Providing an appropriate level of protection for new varieties encourages breeders to develop new varieties, encourages the development of the private sector in the production of new varieties, as well as the attraction of foreign seed companies. The international convention of the International Union for the Protection of Plant Varieties (UPOV) is in force. This document protects breeders' rights, prohibiting farmers and companies from using a new variety without the breeder's permission (payment of royalties). The convention was adopted with the aim of limiting the ability of farmers to stock up on seeds, resell them, and also limit close breeding (a new variety bred using a crossing of a significant part of a protected variety (essentially derived from an existing variety) and only a minor innovation).

The Convention provides that member states enact appropriate legislation for the protection of new plant varieties, for breeders to register new varieties, and for the notified body to conduct trials to establish the main criteria for protection, such as novelty, distinctness, uniformity and stability (distinctness, uniformity and stability, DUS) [4].

The Distinctness, Uniformity and Stability (DUS) Testing, in contrast to the Value for Cultivation and Use (VCU) Testing, is carried out solely for legal purposes: to determine whether a variety is new and therefore subject to protection.

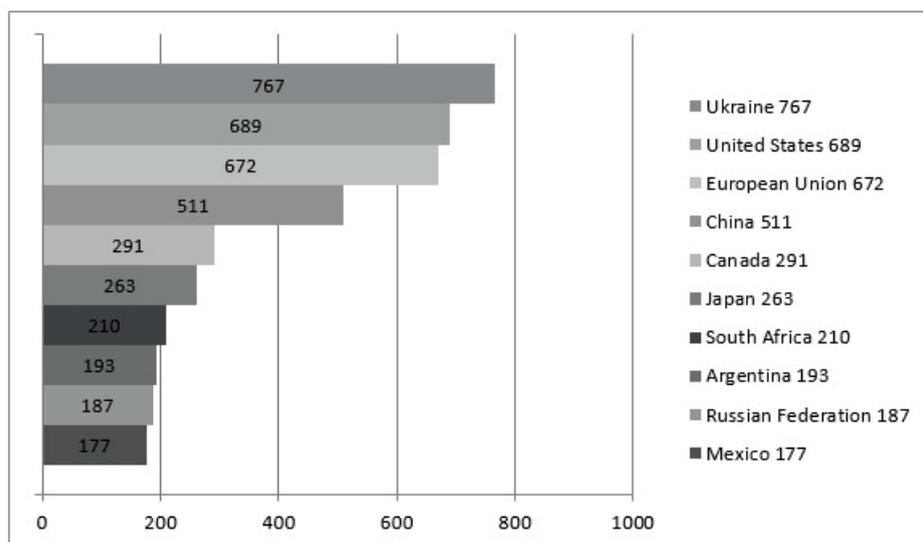
The regulation of protection rights can take place in different ways, depending on the type of culture. For example, for crops such as corn and sunflower that can be produced as hybrids (propagated from two or more "parental lines" and both lines will be needed for subsequent reproductions), the breeder's company retains "biological protection" (physical control). In such cases, seed companies include a trade secret clause in their contracts. In the case of other crops such as potatoes, wheat, sorghum, cotton, for which the propagation material is in non-hybrid seed (the seeds can be subsequently reproduced), protection consists only in the exercise of the breeders' protection rights under the UPOV Convention.

Variety protection rules differ from country to country, in particular with regard to farmers' rights to stock up on seed for their own needs and sell them. For example, under US law, by the decision of the Supreme Court, farmers are allowed to stock for their

needs, but they are not allowed to resell stored seeds, although they were previously allowed to sell them.

In the EU, farmers are required to pay royalties to the breeder for planting seeds. In this regard, developing countries are encouraged to enact plant variety protection legislation under the UPOV Convention and to restrict farmers' rights to resell seeds, as well as to limit opportunities for close crossbreeding [4].

Harmonization of Ukrainian legislation in the field of protection of rights to plant varieties is very relevant. According to UPOV, Ukraine is among the world leaders in terms of the number of applications and granting rights to plant varieties. In terms of the number of submissions from non-residents, it ranks first in the world, significantly ahead of the EU, USA and China [5].



**Fig.1. Top 10 UPOV members by number of PBR applications received from non-residents 2020**

In Ukraine, the Law "On the Protection of Plant Varieties" was adopted in 1993. For ten years this Law was not effective enough [6]. During this time, breeders of Ukraine have applied for a patent for only 164 varieties, a positive expert opinion was received for 55 varieties, patents were issued for 33 varieties, the examination of other varieties continues. The reasons for such a weak activity of breeders in the desire to obtain a patent for their variety are obvious, namely: the breeder does not see a real benefit from a patent, since he does not have the ability to control the seed market and influence the distribution of the seed of his variety in a legal way.

At the beginning of its independence, Ukraine was actively involved in international cooperation on the protection of plant varieties and sought to join the 1991 Geneva Act (in the International Convention for the Protection of New Varieties of Plants) [4].

This resulted in the adaptation of Ukrainian legislation to international legal norms and standards. This situation led to a revision of the legislation of Ukraine in the field of protection of rights to plant varieties.

In addition, Ukraine actively participates in international cooperation of the Union member states for the protection of new plant varieties from a legal point of view, in particular, Ukraine has signed several regulatory documents regulating cooperation in the field of achievements in plant breeding as a science: 2002 - Agreement with the Kyrgyz Republic, 2003 - Agreement with Libya, 2004 - Agreement with the Republic of Belarus, 2004 - Agreement with the Republic of Bulgaria, 2006 - Agreement with the Republic of Azerbaijan, 2009 - Memorandum with the Syrian Arab Republic, 2009 - Agreement with the Republic of Turkmenistan, in 2015 - the Action Plan with the Republic of Poland (2016-2020), 2016 - the Program of Cooperation with the Republic of Belarus (2017-2021) [5].

On January 17, 2002, the Parliament of Ukraine adopted a new version of the Law of Ukraine "On the Protection of Rights to Plant Varieties". The new Law is based on the provisions of the International Convention for the Protection of New Varieties of Plants, as amended in 1991 and EU Directive No. 2100 [7], which regulate the protection regime for new plant varieties in the European Union.

It was the right decision, which yielded results. Analyzing the UPOV data, Ukraine firmly holds a clear position among the world leaders. Today, Ukraine ranks fourth in the world in terms of the total number of applications for new varieties, ahead of only China, the EU and the United States [5].

Rank	2009	2018	2019
1	European Union (2.589)	European Union (2.757)	European Union (3.188)
2	Japan (1.501)	China (2.395)	China (2.727)
3	United States (1.308)	United States (1.424)	United States (1.785)
4	China (996)	Ukraine (1.021)	Ukraine (1.188)
5	Russian Federation (564)	Japan (758)	Russian Federation (796)
6	Netherlands (503)	Netherlands (713)	Netherlands (621)
7	Republic of Korea (399)	Republic of Korea (574)	Japan (591)
8	Ukraine (285)	Russian Federation (544)	Republic of Korea (522)
9	Australia (282)	Mexico (295)	Brazil (328)
10	Canada (264)	Brazil (270)	Australia (278)

**Fig. 2. Top 10: UPOV members by number of titles issued**

The Law also determined the foundations of state policy on the use of plant varieties and the protection of rights to breeding achievements. The legal framework was supplemented by Law "On seeds and planting material" [8].

In accordance with the Law of Ukraine "On the Protection of Rights to Plant Varieties", a plant variety is a separate group of plants (clone, line, hybrid of the first

generation, population) within the lowest known botanical taxa, which, regardless of whether it fully satisfies conditions for granting legal protection [9].

- can be determined by the degree of manifestation of traits resulting from the activity of a given genotype or combination of genotypes;

- may be different from any other group of plants in the degree of manifestation of at least one of these traits;

- can be considered as a whole from the point of view of its suitability for reproduction in an unchanged form of whole plants.

The right to a variety is certified by a patent. A patent is a title of protection that certifies the priority and intellectual property right of a plant variety.

The term of the patent starts from the date of registration and ends on the last day: 35th year for varieties of crops of trees, shrubs and grapes, 30th year for all other varieties. Years are counted from the year following the year of registration of the variety.

According to the law, the following rights to a plant variety may arise:

- Copyright;

- the right to a variety;

- the right to distribute the variety,

In turn, these rights are protected by a certificate of authorship, a patent and a certificate of state registration of the variety, respectively.

Legal grounds for obtaining planting material and payment of royalties to the right holder are a prerequisite for certification of agricultural products and their export. But when considering the issue of direct payment of this tax there is great confusion [10].

Despite the transparency of the Law, there are always many issues among farmers directly related to the procedure for patenting a variety. Not everyone has the financial and administrative ability to turn to qualified lawyers or patent attorneys. The problem of accessibility of the patent procedure can be solved with the help of Advisory services in the agricultural business [11].

**Conclusions.** International experience shows that the dominant role of the public sector in agricultural activities significantly limits the opportunities for the development of agriculture and seed production in particular. This leads to the selection of ineffective priorities in crop production, a decrease in competition and incentives for the development of the private sector, an irrational use of public resources in an attempt to control seed production and, as a result, a decrease in economic growth in the process of excessive administrative regulation [12].

In our view, seed production must be removed from isolation, from state control, and in this process, the most important are the instruments of legal regulation, which must be harmonized with international standards and practices in this area.

Thus, it can be concluded that the current versions of the Laws in the field of protection of plant variety rights need significant elaboration to bring them into line with the basic provisions of the UPOV Convention Act and relevant acts of European legislation in this area.

Harmonization will become a legal basis for further improvement of the legislation

of Ukraine on these issues, bringing its norms in line with the norms of international, in particular European legislation, in order to develop the agricultural sector of Ukraine.

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