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METHODS OF VALUING THE LEADERSHIP QUALITIES PERSONNEL OF SERVICE SPHERE

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Annotation. *In the article concerned innovation methods of assessing the leadership qualities of personnel. The study of theoretical aspects has given grounds to form the competencies of modern personnel, and to separate leadership qualities. The factors that affecting on the choice of the optimal method of assessment the leadership competencies of personnel are determined. The existing methods of evaluate the leadership qualities of personnel are defined.*

Keywords: *personnel, leadership qualities, methods of evaluate, service sector, hotel business.*

Actuality. The problem of the correlation between leadership and management efficiency has become the most relevant in management theory in recent decades. A manager who wants to ensure the effective operation of his enterprise has to be a leader for his subordinates. The category "leadership" is different from the category "management". They are complementary systems that different from each other in terms of functions and types of activities. At the same time, both of categories are mandatory elements of every enterprise. Human resource policy is considered a fundamental and very important component of the corporate culture of all modern enterprises, regardless of their form of ownership. The prosperity of the company and each of its personnel depends on the literacy of its construction and effective application.

In the current situation of global changes in the world and in society, the most significant are the changes in the personality of a human. The formation of such a personality is the main goal of the higher education system, which focuses on its training of a leader: a creative, spiritual and moral representative of the world community and a citizen of his state. The availability of certain resources, potentials, opportunities expands the field of activity of the individual. A specialist of hoteles and restaurant business will become a professional if this personal quality will be a condition of professional activity and based on competence, the degree of formation of which will be determined by compliance with the requirements of the profession, the requirements of employers and future professional tasks. Therefore, right now, determining the necessary methods for assessment and development of leadership qualities is an important issue in management and a prerequisite for successful management of business.

A significant contribution to solution the problems of personnel development was made by domestic and foreign scientists and practitioners, among witch L.A. Bovsh [1], M.G. Boyko[2-3]. Bondar Y.G. [3], Bondarenko V.S. [4], Bosovska M.V. [1], Zakhar'in A.S. [8], Mykolaichuk I.P. [10], Rasulova A.M. [10], Salimon O. M. [10], Franovska V.O. [13] and others.

A. Klimova defines of leadership as supremacy in stimulating, planning and organizing group activity. If we talk about groups of people, then behind for ability to lead are such integral characteristics as «disposition on danger», «management skills» and high «personal activity» [9].

Many scholars have tried to compete a full list of competencies and requirements for a manager or leader, as well as to determine the characteristics that they should not have if they strive for success. At the same time, it is worth noting that there is a list of competencies separately for managers and leaders [7]. In modern economic literature, there are different views on the definition of methods of development the leadership qualities of personnel.

So, Mykolaichuk I.P., Rasulova A.M., Salimon O.M. determine that the basis of the development of leadership qualities of employees is the techniques and methodology:

1. Conducting research and determining the expectations of potential employees will help in building a long-term strategy and in maximally meeting the needs of employees.

2. A strategic approach to the HR-brand is aimed at defining and understanding the companies mission, developing a value proposition for existing and potential employees, finding the most effective ways to disseminate information about the employer and correctly assessment the results.

3. Using experience of more successful companies can be done through the technology of benchmarking and evaluate of methods of attracting and retaining employees by other companies.

4. Digitization system of searching and hiring the personnel is the introduction of chatbots to communicate with potential employees, the creation of online forms to be filled out with key questions that replace traditional resumes (in particular, this practice is actively used by the Marriott hotel chain [10].

Despite the large degree of scientific researching, the question of determining the methods of value the leadership qualities of service personnel remains insufficiently resolved.

The purpose of this article is researching innovative methods of developing leadership qualities of personnel in the service sector.

Already at the beginning of the research of leadership issues, scientists emphasized such personal qualities that form it: intelligence, activity, dominance, self-confidence, striving for success, sociability [12, p. 179]. Leadership has become the object of research by many scientists, and now the main theoretical approaches to the study of leadership have been formulated. The assumption that there is some single optimal leadership style. However, summarizing the results of studies that used this approach, it became clear that there is no single «optimal» leadership style [15, p. 26]. The effectiveness of a leadership style depends on the conditions of a specific situation, and when they change, so does the style. In this case, it is appropriate to use a situational approach to leadership [12, p. 248].

It is possible to become a leader not only thanks to one's personal qualities, but under the condition of the presence of a suitable situation and the relationship between the leader and the situation, as determined by the situational approach. On the leadership is influenced by three most significant factors: 1) the influence of the position - the leader, because a person can lead much more easily if he has more positional authority; 2) the clarity of the presentation of the assigned tasks, their structuring under the condition of better description according to the situation; 3) the relationship between the leader and the members of the group, taking into account the degree of trust of the team in the leader and willingness to follow him. This situational theory defines leadership as a product of the situation: a person, when he becomes a leader, acquires authority, which causes the beginning o f its «activation» due to the action of stereotypes. Therefore, it can be described as the «leader for the group in general» [14, C. 148].

In recent years, a system of personnel professionalism using skills has become popular at hotel business enterprises. That is, it is detection in the personnel of hard and soft skills .

Hard skills - are things that can be learned and tested. Examples are the ability to type quickly, knowledge of foreign languages, knowledge of programming languages, mathematical calculations. That is, any skill can be assessmented objectively. In order to obtain the necessary knowledge, you need to study, and the confirmation is a certificate or diploma.

Soft skills are universal competencies, in universities and schools they are not care about them, but it is much more difficult to measure them. Most often, the degree of manifestation depends on the type of personality, character traits, and temperament. Among them most often include sociability, the ability to work under conditions of force majeure, and a tendency to work in a team. It is extremely difficult to evaluate them in concrete terms, but it is possible to develop them.

The general characteristics of the professional skills employees of hospitality are presented in the table. 1.

Table 1

Characteristics of the professional skills employees of hospitality

Hard skills	Soft skills
• a list of knowledge and skills that can be objectively evaluate and verify; • availability of education documents; • certificates on the level of complexity of certain knowledge.	• ability to work in a team; • critical thinking; • leadership; • creativity; • ability to meet deadlines; • responsibility and discipline.

Source: generated by the authors

The results of a joint study to fond by the Carnegie Mellon Foundation and the Stanford Research Institute indicate that the success of managers in Fortune 500 companies depends on soft skills for 75%, while hard skills account only for 25% [11].

It should be noted that for certain categories of professions, the importance of certain skills are important, which differ in the ratio of soft and hard skills:

- When professional skills and knowledge are more important: they mainly include specialists of theoretical orientations, as well as developers, designers, engineers. The success of work in general often depends on their professional skills. But the ability to communicate is sometimes not important at all.

- Certain professions require a balance of hard and soft skills. These are lawyers and economists, restaurateurs, hoteliers, teachers and doctors. How they interact with the environment is important no less than their professional competence.

- Professions in which soft skills take a leading position: sales, event managers, marketing, creativity. The overall success depends on the ability to communicate and build relationships in these industries. The ability to listen, speak, and attract attention guarantees for 90% of success.

That is, that «soft» skills have a greater influence on career development. It is possible to hone the writing of software codes to automatism, but only the ability to interact in a social environment will help such a programmer become the leader of a software sales company

Leadership as a quality of the manager determines the development potential of the organization. However, management and leadership are not the same. It is important that these two qualities are combined in one person [5, p. 259].

That is why the definition of the method of assessment of leadership qualities is a rather globalized issue. The main factors that influence the choice of methods are shown in Fig. 1

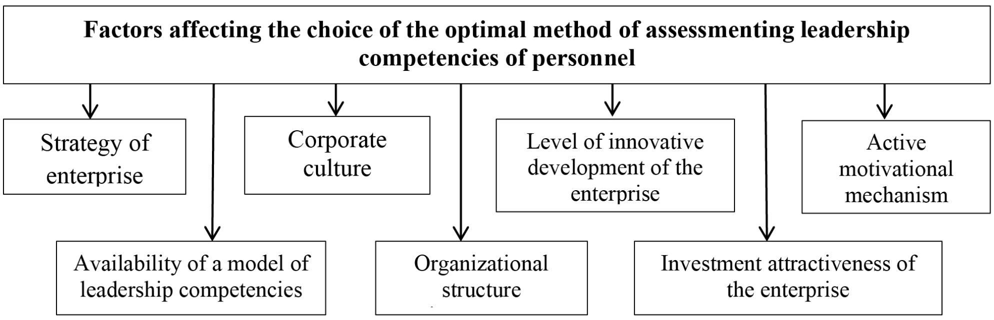

Fig. 1 Factors affecting the choice of the optimal method of assessmenting leadership competencies of personnel
Source: generated by the authors

The choice of a method for assessment the leadership competencies of personnel depends on many factors, among which the company's strategy takes the leading position, since the personnel development management strategy is derived from the general strategy of the company's development.

The choice of methods of assessment of leadership competence of personnel depends on how innovative in its activity and investment-able for staff development is the enterprise. The evaluation of the current activity of such an enterprise should be based not only on the analysis of generalized indicators of production activity, but also on the assessment of the level of achievement of expected work results by each employee and compliance with the criteria determined by job duties.

When planning the perspective activity of the enterprise should determine the need to develop its leadership competences of the personnel and increasing the elasticity (adaptability) of the personnel to the new conditions. Among the methods of evaluate the leadership competencies of personnel, the most common are Performance Management, Assessment center and Hay Group, as well as the «360 method».

Performance Management is a management concept for improving the effectiveness of the company's personnel. Performance Management as a management system consists of three elements - measurement (calculation), feedback and positive reward (motivation). Although each of these three elements can exist separately, only when all three are present can true Performance Management be implemented. These elements must be performed systematically and in sequence.

Performance Management is based on the laws of human behavior that have been tested by time and, in addition, have also been experimented in research laboratories, universities, schools, clinics and in business. People change, but laws that govern people's behavior.

The philosophy of Performance Management is that everything can be measured, and if something can be measured, then it can be improved. Performance Management is also considered as a set of key subsystems: leadership, management system, organizational culture, calculation, engagement.

The using of cascading in setting goals from a higher level to a lower one to achieve their vertical coherence. An important factor of success is a high density of goals, otherwise there is a trajectory effect, in which the goal indicates on the general direction of activity, which is perceived by most people as an abstraction that does not have a motivating effect. In order to achieve a point effect in the formulation of goals, the principle SMART of George Dawren is used (maximum specificity, measurability, realism, resource availability and time certainty of the goal as a prerequisite for effectiveness). A high density of goals involves the formulation of a sufficient number of goals to translate them into long-term and short-term planning of practical actions of all people involved in the process [6].

Achieving horizontal alignment of goals basing on selected business processes. If functional subsections act as «things in themselves», effective performance management will not work. Business processes should unite representatives of different functional units with a single goal. So far, many companies are characterized by functional separatism, in which subsections are interested not so much in effective actions to achieve common long-term business goals, but in developing allocated budgets in the traditional way and competing among themselves to increase or preserve it at the expense of other subsections, depending on the financial situation and strategy of company.

Improving style of management for to involve managers of line-level management and specialists in the process of development and decision-making. This is important, because the reaction time to events is a significant factor in the competitiveness of the enterprise. If management involves employees for in management, it will be more quickly informed about the emergence of a problem and the ways of its optimal solution, since problems, as a rule, arise at the linear level, where the methods of solving emerging problems are better analyzed. Involvement of personnel in management also plays an important role in motivating effective work and personnel development. All this together encourages the development of a conscious commitment of the company's personnel and an increase in mutual trust between the personnel and the management, which will contribute to the development of trust and allow the management to delegate authority [6]. Improvement of internal company communications. Performance management requires informational support (setting goals, control enterprise, the process of evaluating results and encouraging the best). All internal processes and interaction with the external environment depend on the quality of communications. However, it is difficult to find a company whose communication system will be considered highly effective by its management and personnel. On the one hand, how much effort and resources are needed to support the information system (corporate website, mass media, corporate documents, meetings, business meetings, etc.), on the other - their effectiveness (the difference between the objective need for reliable and timely information to support production activity, high return from each employee and actually received information). Building an effective system of communications and information, which includes the formation of an action program, is a rather difficult task.

Continuous training and development of personnel. As a rule, it is very difficult to find free highly qualified specialists on the labor market, since all of them are already employees of existing companies, and the most gifted work in companies with personnel management strategies. Therefore, highly qualified specialists need to be either lured from other companies or «educated» independently.

Note that effective implementation of Performance Management principles is impossible without active and constant participation of the top management of the enterprise in defining tasks of personnel management, modeling of production behavior, creation and implementation of management systems, evaluation of their effectiveness. You can achieve a higher degree of participation of managers in personnel management at the expense of:

– effective communications, which involves explaining the need and advantages of the participation of line managers in personnel management in the understandable language of numbers, costs, profits, productivity, etc. [6];

- the use of managers in such forms of work with personnel as conducting job interviews, professional training classes and managing project implementation [6].

The Assessment center technology, as a rule, is used either in the case of hiring, or for the development and determination of the potential of a colleague for the purpose of recommendation for a higher position. This technology involves the use of the following methods: an interview with an expert, as a result of which information is collected on the employee's knowledge and work experience; testing (diagnosis of individual psychological, business, professional competence); business game; competency interview; individual analysis of specific situations (case study).

The technology of Assessment center includes complementary test and game technologies and tasks for participants: interviews, tests (psychodiagnostic technologies), self-presentation, simulation game, group discussion, business game, case study, in basket, interpersonal exercises, report, drawing exercises.

The evaluate of «360 degree» allows to obtain data about the actions of a colleague in real work situations and demonstrates his competence. The information comes from personals who cooperate with this appraisee at different levels of management. The results of the conducted assessment can be used to solve tasks related to the professional and leadership development of the assessmented. They can also be used in the formation of the personnel reserve, the need for advanced training and evaluate of its progress, and the development of individual development plans. When forming the personnel reserve, the company needs to take into account that not all the leadership competencies required for the new position can be implemented in the current position, that is why the use of the «360 degrees» assessment allows you to accurately determine how to outline the model of behavior in the new position. Under these conditions, it is expedient to simulate future situations and evaluate possible options for the leader's behavior in it by using professional tests, profile business cases, and assessment centers to evaluate leadership competencies [9].

The method «360 degrees» involves the assessment of personal and professional competencies, which allows you to determine those qualities that are most manifested in the process of managerial activity. The objectivity of this method is determined by the organizational culture of the enterprise.

The use of the above-mentioned method at domestic enterprises of Ukraine is complicated by the presence of prejudiced attitudes and the lack of frankness of colleagues, by a significant emotional impact. But this method allows you to conduct an assessment at the workplace, determine social competence and contributes to the reasonable development of a personnel development program.

The use of the above-mentioned method at domestic enterprises of Ukraine is complicated by the presence of prejudiced attitudes and the lack of frankness of colleagues, by a significant emotional impact. But this method allows you to conduct an assessment at the workplace, determine social competence and contributes to the reasonable development of a personnel development program.

Changes in technology, caused by scientific and technical progress, require the management to formulate new requirements for the qualification level of its personnel. The use of the competency method allows management to implement measures to improve the qualification level of personnel in a timely manner and to optimize the evaluation procedures when it is certified. A comprehensive collection of existing innovative methods of assessing the leadership qualities of personnel will be presented in the table 2.

Table 2

Methods of assessmenting leadership qualities of personnel

Method	**Features**	**Advantages**	**Disadvantages**
Method of «Assessment Center»	The assessment of leadership qualities of personnel based on modeling key aspects of their activities	Allowing half of the employees to demonstrate their knowledge, skills, skills and personal qualities in specific situations	Requires large investments in personnel development, fairly significant organizational costs and time costs
Method of Management by Objective	A key condition for implementation is the presence of a defined strategy and operational tasks at the enterprise.	Focused on achieving the final result by setting goals, allows to maximize the potential of each employee to achieve the success of the enterprise	Incompetence is evaluated, and the actual performance of duties by each employee without taking into account the assessment of work behavior
Method of «360 degree»	Receiving data about the employee's actions in real work situations and demonstrating his business qualities	Oriented to identify the presence of personal and professional qualities, which as a result indicates exactly which qualities are manifested in the robot	Difficulty in obtaining frank opinions from colleagues, laborious processing of results, assessment of competence rather than performance results

Method of Key performance Indicators	It involves not only the control and assessment of activity efficiency, but also the implementation of an effective system of labor remuneration.	Along with the basic permanent salary, the forming variable part stimulates the employee to achieve high individual results and to increase the contribution to collective achievements.	It is time-consuming, there is a risk of incorrect definition of key indicators, which may be caused by insufficient professionalism of the team that creates such a mechanism
Grading	This is system determines the competence factors that belong to a specific position, working conditions.	Position salaries are balanced in a single system that takes into account the significance of the position for the enterprise.	It combines positions that have similar or equally valuable for enterprises.

Source: generated by the authors

Conclusions. So, today there is not universal evaluate method that equally effective both for taking into account psychological peculiarities of the employee and the goals of the employer, but the comprehensive use of the above-mentioned modern methods of evaluating leadership competencies will contribute to the objective assessment of personnel at any level of management and avoid gross mistakes when making personnel decisions.

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FOREIGN EXPERIENCE OF IMPLEMENTATION OF PUBLIC-PRIVATE PARTNERSHIP OF THE STATE AND BUSINESS

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Annotation. *Public-private partnership acts as one of the forms of effective interaction between the public municipal partner and private investors in order to solve different social problems. The social sphere, being mainly an object of direct state management and financing, has significant needs for resources, implementation of modern management methods and advanced technologies. Budget funds do not allow to solve these tasks completely and in a short period of time, therefore it becomes necessary to directly involve the competences and investments of the private sector. In this case, becomes of great importance, the successful foreign experience of public-private partnership, especially such world leaders in this field as the USA, Canada, Great Britain, and Scandinavian countries.*

Keywords: *management of economic, state regulation, investments, public-private partnership, social sphere, concessions.*

Introduction and problem statement. International experience shows that the implementation of public-private partnership projects gives positive results, contributes to the development of regions and saves a significant part of budget funds [1]. In Ukraine is expected, that public-private partnership to become one of the main factors of economic development, especially in the post-war period. The restoration of destroyed infrastructure, people's homes and enterprises is major a challenge in the reconstruction of Ukraine. In Ukraine, housing is destroyed, children need to go to school and kindergarten, and businesses need to restore capacity so that the economy becomes stronger [6]. On 4-5 July 2022, the Ukraine recovery international conference was held in the city of Lugano (Switzerland). The government post-war reconstruction plan presented in Lugano envisages that private investors will provide 250 billion dollars out of the required 750 billion dollars.

However, for to attract business, Ukraine needs to provide transparent and understandable mechanisms. One of these options is a public-private partnerships.

Presentation of the main research material. Significant contributions to the theory and practice of public-private partnerships development were made by such foreign scientists as P. Burger, I. Hawkesworth [12], J. Startin, A. Baxter, N. Harding [17] etc. R. Khusainov, considering the foreign experience of implementing infrastructure projects using the public-private partnership mechanism, emphasizes the high economic efficiency of the interaction between the state and private structures in this process [10]. Different aspects of the organizational and institutional foundations of the development of public-private partnership were reflected in the works of scientists: T. Artemova, Yu.S.

Zaloznovoi [2], K.V. Pavlyuk, S.M. Pavlyuk [7], V.F. Savchenko [9], P.I. Shilepnytskyi [10] and others.

Shilepnytskyi P.I., studying the world experience of implementing infrastructure projects, identifies the main directions of private-public projects, classifies their types and presents a mechanism for activating the private sector, the purpose of which is to involve the state (region, municipality) in projects [10]. Kalinko I.V., Goncharenko N.V., Popelo O., Izmailov Y.O., Egorova I.G. studied the issues of public-private partnership in different countries [3, 4, 8]. The works of these authors became a stimulus for studying the foreign experience of applying the mechanism of public-private partnership in the implementation of infrastructure projects from the standpoint of adaptation in the conditions of the war and post-war situation in Ukraine.

The main purpose of our work is to study the foreign experience of the mechanism of a public-private partnership in the realities of the implementation of infrastructure projects from the point of view of the possibilities of applying the main achievements of foreign practice in improving the interaction of the state and private sector in Ukraine.

The achieving the set purpose of led to the solution of the next task - to consider the foreign experience of public-private partnership organization in the countries - leaders in the development of this form of attracting that investments for the implementation of infrastructure projects.

A public-private partnerships involves cooperation between a government agency and a private company, which can be used to ffor financing, construction and operation of objects, such as public transport networks, parks and conference centers, as well as in the field of education and medicine [5]. Financing of the project through a public-private partnership can allow the project to be completed more quickly or make it possible at all. Public-private partnerships often involve concessions of tax or other operating revenue, liability protection, or partial ownership of nominally public services and property to private sector, for-profit organizations. A city government, for example, may be heavily indebted and unable to undertake a capital-intensive construction project, but a private enterprise may be interested in financing its construction in exchange for an operating profit after the project is completed.

A public-private partnership is a contractual agreement between one or more state entities and a private company willing to invest capital. The projects of public-private partnership differ in a variety of sizes and types. At the same time, almost all risks are transferred to the partner from the private sector, and the public partner retains the right of ownership.

The term private financial initiative is used mainly in Great Britain and Australia. In the United States, a PFI is commonly referred to as a public-private partnership (PPP).

While public-private partnership can cover a range of projects in different sectors, there are a few that are most closely associated with these types of initiatives:

1) Transport. Public-private partnership is used to finance, build and operate many different types of transport infrastructure, including roads, bridges, tunnels, airports, seaports, rail systems and public transport.

2) Energy forces and energy. Public-private partnershipi were used to finance and build power plants (including nuclear), power lines, and gas pipelines.

3) Water and wastewater. Public-private partnerships were used to financing, designing, building and operating water treatment plants, desalination plants and sewage systems.

4) Telecommunications. Public-private partnerships have been used to finance broadband networks and the deployment of other telecommunications infrastructure.

5) Health care. Public-private partnerships were used to finance the construction of hospitals, clinics and other health care facilities.

6) Education. PPPs were used to finance the construction of educational institutions such as schools, colleges and universities.

7) Social infrastructure. PPPs have also been used to finance the construction of prisons, courts and other social infrastructure.

There are different models (modes) of PPP contracts that base on financing and which partner is responsible for owning and maintaining assets at different stages of a government project.

So, public-private partnership can be organized in several ways:

1) Build Operate Transfer (BOT): government transfers all construction and operations to a private enterprise for a specified number of years (often several decades or more). After this period, it is transferred to the government.

2) Build Operate Own (BOO): Same as BOT, but the private enterprise is not required to hand over the project to the government.

3) Design and Build (DB): the government contracts with a private enterprise to design and build a project for a fee. The government retains ownership and can manage it independently or contract out operations.

4) Buy Build Operate (BBO): government sells an existing project, which has already been completed and and perhaps has been operated by the government for some time, to a private party that takes over the entire project. A private party may need to invest in the restoration or expansion of the project. The public-private partnerships typically have a contract period with 20 at 30 years or more. Funding comes partly from the private sector, but requires payments from the public sector and/or users throughout the project's life cycle. Private partner is involved in the design, completion, implementation, and financing of the project, while the public partner focuses on identifying and monitoring compliance with goals. Risks are allocated between public and private partners through a negotiated process, ideally but not always according to the ability of each to assess, control and manage them.

Despite the fact that public works and services can be paid for through a fee from the revenue of the public authority's budget, for example in hospital projects, concessions may include the right to direct user payments, for example in the case of toll roads. In cases such as shadow tolls on motorways, the payment is based on the actual use of the service. When it comes to wastewater treatment, payment is made through fees collected from users.

Public-private partnerships can be found in infrastructure projects, such as the construction of toll roads and motorways. One example is the 407 Express toll route in Canada (407 ETR). This 67-mile section of the highway was an agreement of the PPP between the Ontario provincial government and a private consortium responsible for the design, construction, financing and maintenance of the highway with a 99-year lease period during which they are allowed to charge roadway users. However, traffic levels and toll revenues were not guaranteed by the government).

In the United States, PPPs have mostly taken the form of toll road concessions, public post offices, and urban renewal projects [13].

One of the most famous, oldest examples of PPP in the United States is the nation's first railroad, built in New Jersey in 1815.

In recent years have seen interest in extending PPPs to many infrastructure projects such as schools, universities, government buildings, waste and water. The reasons for the expansion of public-private partnerships in the United States were initially cost-cutting and concerns about the national debt. At the beginning of 2000s, PPPs were implemented sporadically by various states and municipalities with little federal guidance. During second term Obama , several strategies were adopted to promote PPPs projects, and Congress passed bills in this direction with overwhelming bipartisan support [15]. My Brother's Keeper Challenge is an example of a public-private partnership [16]. My Brother's Keeper Challenge - it is a public-private partnership of the United States federal government that promotes the intervention of community leaders in the lives of color young people [14].

The projects of PPP in the social sphere have been most successfully implemented in Canada, where they work well in the health care system of the country. These partnerships combine the resources and medical expertise of the public sector with the operational and environmental capabilities of the private sector. Together, they can create a sustainable infrastructure to offer more efficient services to current customers and help Canada face the future health care challenges it will face as its cities grow in population and natural disasters become more common.

Most of the PPPs implemented in Tanzania are concession agreements to manage existing enterprises with limited opportunities for recovery and new investment. It should be noted that in the case of services, PPPs have been successfully implemented by faith-based organizations (FBOs) in the fields of education, health and water supply for many years. However, in the case of other sectors, the indicators were mostly ambiguous due to the complexity of such projects and the lack of clear guidelines regarding the criteria for public-private partnership.

The participation of the private sector in areas previously considered the monopoly of the public sector has contributed significantly to increased growth and development in many countries. In considering about the use of this tool, Tanzania faced a number of challenges, including:

1) Lack of a comprehensive policy, legislative and institutional framework that provides clear guidelines and procedures for the development and implementation

of PPPs;

2) Lack of realistic and comprehensive technical, socio-economic and commercial feasibility analysis, which leads to poor project development;

3) Inadequate enabling environment, including the absence of long-term financing instruments and appropriate risk sharing mechanisms;

4) Insufficient capacity for negotiations, procurement, implementation and management of PPPs.

For achieve the purpose of reducing poverty by 2025, Tanzania decided to initiate and implement measures to realize the Green Revolution by adopting the KILIMO KWANZA resolution. This is a development tool for modernizing agriculture and thus achieving the economic transformations necessary for sustainable poverty reduction. The transformation of agriculture will depend on significant investment in capacity building for PPP delivery to contribute to Vision 2025. In this regard, the government has recognized that greater participation of the private sector through PPPs in delivering effective, reliable and affordable social economic services is fundamental to a green revolution and large-scale growth and sustainable poverty reduction. The national policy PPP in Tanzania will serve as an important measure to accelerate economic empowerment by ensuring that Tanzanians are appropriately empowered in various PPP interventions. In this spirit, various stakeholders have been involved in the development of this policy and we hope for fruitful and effective cooperation for its implementation to achieve the noble goal of economic growth and poverty eradication in Tanzania [18].

The commercial market in the Scandinavian countries is too small to be of interest to many of the largest plant breeding companies. At the same time, the growing conditions are special. This means that cooperation is essential to mintain the competitiveness of agriculture. The Nordic public-private partnership (PPP) for advance breeding is a collaboration aimed at strengthening plant breeding in the Nordic countries.

Through its work, it also contributes to the sustainable use of genetic resources in the Northern region with its unique climate, temperature and daylight. Pre-breeding cooperation between practical subjects of plant breeding and breeding research is a powerful tool to ensure the development of agriculture and horticulture. Such development will contribute to the sustainable growth of the bioeconomy and global food security.

A PPP for pre-breeding is funded by Nordic Europe countries through the Nordic Council of Ministers, as well as plant breeding institutions. The secretariat is located at NordGen.

In the Swedish context, PPPs are defined as an important tool for achieving sustainable rural development through the integration of rural perspectives as a natural element of all policy areas (Landsbygdsstrategin, Skr 2008/09:167).

Conclusions. The research of foreign experience in the application of the PPP mechanism in the context of the implementation of infrastructure projects made it possible to draw a conclusion about the specific legal features of the order of interaction between the state and private structures in the process of attracting investments. The agreement of private structures to assume certain risks associated with the solution of extremely complex tasks becomes a starting condition for the implementation of infrastructure projects based on public-private partnership.

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EFFECTS OF SCHEDULED ECONOMIC NEWS ON EQUITY AND FOREX PRICE DEVELOPMENTS

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Annotation. *The paper examines the effects of scheduled macroeconomic news releases on equity liquidity and prices. The paper contradicts many of the earlier research, which ones didn't reach a conclusion weather technical, fundamental or news related price developments are most influential long term. Using a linear regression model I examine the explanatory power of scheduled macroeconomic news releases over the EUR/USD currency pair. The R^2of the model showcases a value of 0.96 when fitted for the period between 2015 and middle 2021, which suggests scheduled macroeconomic news played a key effect in the period when looking at EUR/USD price developments.*

Keywords: *scheduled macroeconomic news, equity, forex, price development, liquidity, volatility.*

Introduction. Scheduled macroeconomic news are known to influence a wide range of securities. Ranging from bonds and shares to commodities or all sorts of derivatives, these news releases have an effect on overall market liquidity, spreads and prices. Depending on the expected versus released values and current macroeconomic trends, market news can be leading factors determining market directions. In addition to providing direct input about the states of economies or regions, speculators also use this information to facilitate profit achievement for proprietary trading. Central banks also often rely on data releases when determining monetary policies, hence these are largely in focus for speculators.

These so called scheduled macroeconomic news are news releases on a scheduled basis, with a fixed time and date of release, and as elaborated, may influence prices on different markets. They are often maintained & visualized via economic calendars and usually pertain to either a country or economic region. As an example, German employment rate would pertain to Germany, while European Central Bank interest rates pertain to the whole Eurozone. Investors from different sectors rely on this information when looking for investment opportunities or evaluating current portfolios. They might liquidate positions or increase stakes upon learning about this, therefore often causing sudden price movements or a widening of spread due to thin liquidity around news releases in these periods.

Macroeconomic factors or course are not just important due to their direct affect on liquidity & volatility metrics, but also because they signal the overall health of economies & facilitate speculation on future outcomes – f.e. (Lentner et al., 2022) examined the correlation between macroeconomic indicators in OECD countries & concluded countries with comparatively heavier tax systems and higher tax burdens tend to perform worse on certain macroeconomic indicators.

Now we understand the importance of such indicators from different perspectives. As there are many economic calendars available for free & most online brokerages today offer such tools for their clients, I'll not be referring to specific calendars. Also, due to having a wide range of publication available on each or most economic news released in such fashion, I'll restrain from discussing them in details in this paper.

What the current research focuses on is providing a crucial understanding of how these news releases influence the market overall in terms of price movements across a set of assets, with emphasis on equities and foreign exchange prices. This is ought to enhance generic understanding of the importance of these news & allow for interpretation of the relationship between market activities during news releases.

Literature review. After clarifying the scope of research, I'll take an overview of existing literature in the topic. This is to leverage on what others already found in the topic & to facilitate building on their conclusions.

Firstly, the earlier research I consider in this study from (Nofsinger & Prucyk, 1999) examined the impact of scheduled macroeconomic news announcements on both OEX index options and individual equity option volume. They found increased trading volumes for options during news releases, but these volume increases didn't pertain to individual equity options. Based on the findings, the paper provides information suggesting that investors are significantly hedging effects of news releases during these periods, while also indicating the use of index options to increase the leverage of their portfolios when they have private information and to protect themselves against adverse information when they do not.

(Nikkinen & Sahlström, 2001), just two years later conducted a study examining the effects of such news on stock markets. They focused on a set of factors from the U.S. and Finland as well, and the evidence suggests that implied volatility of the markets increased prior to the macroeconomic news releases while the volatility dropped after the announcements for both markets. This highlighted the interconnection between the markets and highlighted the general market sentiment as a driving factors.

In a study a few years later (Nofsinger & Prucyk, 2003) modeled the impact of 21 scheduled indicators with regards to their effect to the S&P100 via option trading. They checked volumes and implied volatility and found that, surprisingly, there was a 2 hours delay from news releases until the trading volume increased significantly. Interestingly, the volatility increase was almost instant in the research. Also, based on the evidence presented in their research, bad news tend to have a more impactful influence both on volumes and pricing.

(Graham et al., 2003), conducted a similar research nearly at the same time and looked into the relative importance of the scheduled macroeconomic indicators in the United States. In that research, they've found that, looking at 11 macroeconomic news from the country, not all the economic news impose similar effects on the market. The paper discloses Employment Report, NAPM (manufacturing), Producer Price Index, Import and Export Price Indices, and Employment Cost Index as the important factors, while the other 6 factors of the research had a lesser effect on market prices and volatility.

I would like to stop here and clarify that based on the current political situation it differs periodically what market participates and investors deem more important. With that said, I'll continue the review of literature, especially as this paper focuses on the generic principle these news impose on the markets, not on the discussion of individual factors.

Further building on (Nikkinen & Sahlström, 2004), but in this case focusing on the European markets, I bring another paper from this author to into the discussion. They compared whether investors on European stock markets regard news announcements about domestic and US macroeconomic variables as an important source of information when valuing stocks. The study focused on German and Finnish stock markets this time, and looked into how US employment report and the Federal Open Market Committee (FOMC) meeting days have a significant impact on implied volatility on both European markets. The domestic news announcements have no effect on implied volatility on either of the markets. This suggested the importance of US macroeconomic releases mostly.

In a later study (Nikkinen et al., 2006) studied how the stock markets react to U.S. macroeconomic news releases. By using a GARCH model, they investigated 10 important news releases on 35 stocks and concluded that G7 countries, the European countries other than G7 countries, developed Asian countries and emerging Asian countries are closely integrated with respect to the U.S. macroeconomic news.

The next study focuses on the forex markets. I consider forex market related studies to be important for stock valuations & volatility as well due to the nature of how stocks are quoted. As they are denominated in currencies, the price of currencies will have a direct effect on equity prices as well.

(Mikka, 2009) conducted research with the aim to create a productive and easy-to-use forex currency trading strategy. The theory consisted of four parts: forex market, which factors affect exchange rates, how technical analysis can be used to predict exchange rate movements, and money management. The tested trading methodology achieved good results for the first two weeks but experienced losses after. The paper also notes a period with significant price movements without major economic news releases, hence raising questions about the possibility of big price movements without such factors occurring at the time.

(Jiang et al., 2012) focused on price movements and volatility. In their study, they studied the U.S. and European news releases and the volatility effects for stock markets. They examined implied volatility indices with daily frequency data and found significant implied volatility spillovers between United States and European markets. They also observed a sharp contrast in the effect of scheduled versus unscheduled news releases. As their paper notes, "Scheduled (unscheduled) news releases resolve (create) information uncertainty, leading to a decrease (increase) in implied volatility. " They also noted news announcements do not fully explain the volatility spillovers, but the news certainly influence the amount of spillover. As per their abstract, their paper provide evidence of volatility contagion across markets.

Another study (Kadiri & Alabi, 2014) took a different perspective when further investigating the forex market. In their paper, it is apparent different market participants and traders take different shots from different perspectives, with some being more focused on fundamental or economic events, while the other group more inclined to use technical analysis as a foundation of investment decisions. As per the research, forex traders highlighted multiple psychological motives actions based on technical analysis:

- MACD,
- Moving Average,
- Price Partherns,
- Trend Line,
- Price Actions
- Volitilies.

On the contrary, a different group of financial journalists were more in support of fundamental analysis and news events. As a conclusion, the paper recommended that traders should follow fundamental and technical analysis simultaneously.

(Abednego et al., 2018) built forex trading bots to further examine the effect of news and compare them with the capabilities of technical analysis. They used scheduled economic data releases from forexfactory along with a forex trading robot using those news releases to open/close trades. The other robot in the study, referred to as technical robot worked based on the crossing of Moving Average. This robot uses 50 MA as the fast MA period and 100 MA as the slow MA period. The principle in the study was buying when the 50 MA is above the 100 MA and conversely, is to keep on selling when 100 MA is above the 50 MA. This robot used a trailing stop. They found that the yield curve of the technical robot was more stable, indicating it was easier to replicate results and build strategy. As stated, the fundamental robot used is robot doesn't understand the outcome of these news event but rather the way a market reacts based on the outcome.

New studies also indicate the importance of sustainability factors. (Lentner et al., 2022) recently studied the effect of central bank programs & takes note on the ongoing food and energy crisis and proposes possible policies and green investment programs. This adds another piece to the puzzle right between technical and fundamental analysis techniques, which is the role of policies.

Based on the literature so far, most price developments either relate to technical or fundamental analysis. The study published by (Jan & Gopalaswamy, 2019) quantitatively conducted fundamental analysis of statistically oriented regression models, using ordinary least square regression estimate the value of the dependent variable AUD/USD. The study concluded that "only Australian economic data" or "only the US economic data" couldn't fully reflect the trend of AUD/USD. It also notes importance of regional data, by noting that 6-month Australian interest rate itself affects AUD/USD trend much more than the six-month interest difference between AUD and USD.

Based on the literature it is strongly suggested that scheduled economic news drive major price developments – f.e.: from (Nofsinger & Prucyk, 1999), (Nikkinen & Sahlström, 2001), (Nofsinger & Prucyk, 2003), (Graham et al., 2003), (Nikkinen &

Sahlström, 2004), (Nikkinen et al., 2006). These papers indicated that economic news influence price movements over continents & different markets at the same time making it extremely visibly how these factors can easily play a key role in equity valuations.

There are other papers though that suggested a bit differently, f.e. (Mikka, 2009). The paper provided evidence on a relatively significant price movement without major economic news released at the given time.

In a different study (Kadiri & Alabi, 2014) said the overall market volatility also depends greatly on the type of news (scheduled vs. unscheduled), with scheduled news releases resolving information uncertainty & leading to a decrease in implied volatility, while unscheduled news releases creating information uncertainty, leading to increase in implied volatility.

Based on the studies, different news can potentially cause different market reaction while traders also follow a set of technical and fundamental analysis methods to determine future price movements. (Abednego et al., 2018) came close to this conclusion when comparing fundamental and technical trading algorithms, but I find it important to clarify that the fundamental robot didn't have the capability to interpret the market news in context. As we've seen in different studies before, scheduled news definitely have a cross-market impact as proved via literatures & the interpretation of such news in my opinion has to do a lot with current economic and political situation as well, therefore making it in my opinion a questionable result. This theory on cross-market impact is also backed by (Jan & Gopalaswamy, 2019), who noted that 6 month Australian interest rate itself affects AUD/USD trend much more than the six-month interest difference between AUD and USD, while also highlighting no single country's economic news could fully explain price developments.

Summarizing the literature review it seems visible that the overall equity and foreign exchange markets are jointly influenced by factors such as scheduled and unscheduled economic news, technical indicators. Some of the discussed studies also highlighted the opportunity for sudden price movements without significant economic information releases.

We learned little though about the exact effect of the scheduled news releases in terms of additional volatility. On top, many of the research suggests different news tend to bear importance in different times – which of course is logical due to the mentioned economic and political situation & whether the released value of the scheduled news can be considered as a surprise to the market. In the following section I try to quantify the effect of the economic news on the EUR/USD forex pair over the past period to provide a comprehensive overview of news importance.

Research model & evaluation of data. For the purpose of this research I've also gathered data from the forexfactory.com website & stored the actual values of scheduled economic events between 2015 and mid-2021. This includes a wide range of indicators ranging from interest rates decisions to building permits or employment rates. I didn't constrain the number of macroeconomic news, so the database contains everything that was published & uploaded to the mentioned website in this time range.

For a dependent variable, I'm simply using the daily open bid price of the EUR/USD instrument. I picked this due to the depth of volatility resulting in relatively small bid/ask spreads that could distort the study.

To be able to quantify the effects of the scheduled economic news releases, I'll fit an ordinary least square regression model on the data & evaluate the explanatory power of the model over the dependent variable. The explanatory power will be determined via the determination coefficient, also known as R^2.

$$R^2 = 1 - \frac{SS_{res}}{SS_{tot}}$$

Where:

- R^2 is the coefficient of determination
- SS_{res} is the sum of squares of the residual error
- SS_{tot} is the total sum of squares.

This metrics gives an excellent indication of explanatory power of the independent variables over a dependent variable for a linear model. As seen from the formula as well, the coefficient of determination is a statistical measure to help understand how changes in one variable can be explained by the changes in a second variable. It ranges between 0-1 where 0 is the lowest possible explanatory power & 1 suggests a very strong to perfect explanation of the independent variables over the dependent variable.

The regression model, of course will use the simple linear regression function for easy interpretation and modeling. It's one of the most basic & commonly used models due to it's excessive simplicity and efficiency, especially when used to explain the relationship between one dependent variable and one or more independent variables.

$$Y = a + bX + \in$$

Where:

Y - is the dependent variable
X - is the independent (explanatory) variable
a - is the intercept
b - is the slope
∈ - and is the residual (error).

Using this methodology, I fit the regression model on the macroeconomic variables to conclude their segregated explanatory power over the price developments of the EUR/USD foreign exchange pair. I first used the forwardfill and then the backfill methodologies to ensure a continued time series of the independent variables.

Conclusions. In the research I looked into an extremely wide range of macroeconomic scheduled news releases – after removing rows with missing values and conducting data cleaning, there were 247 remaining scheduled news events for modeling inputs. These included Advance GDP, Core CPI, Non-farm employment change and many further KPIs.

After fitting a linear regression model in Pyhon 3, using the sklearn library & the Linear regression function that is provided within the library, the model the R^2 value resulted in the model fit came in at a stunning 0.969 value. That indicates excellent explanatory power of the independent variables over the dependent variable.

This research suggests that the majority of price movements, when focused on long-term price developments can definitely be explained vie the scheduled macroeconomic events.

The intercept of the current regression is at -5.3, which firstly seems to be hard to intercept but when thinking about the mix of variables in the model it makes more sense. It's not possible for all these values to be 0, hence I accept this intercept value & disregard further analysis on it as it simply shows the expected mean value of the EUR/USD variable when all X or independent variables are at 0 values.

Overall, the study contradicts many of the earlier studies and indicates that over a multi-year period the macroeconomic news events can provide immense explanatory power over foreign exchange price developments when focusing on the EUR/USD.

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FINANCIAL REGULATION OF MONETARY CIRCULATION IN THE CONTEXT OF ENSURING ECONOMIC STABILITY OF THE COUNTRY

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Annotation. *Overcoming economic crises, reducing long-term risks for financial stability, achieving post-crisis recovery of the economy is possible due to a significant increase in the role of monetary policy conducted by the central bank. Monetary policy should be considered as one of the most effective means of macroeconomic regulation, as its study provides an opportunity to explain the patterns of interaction and the flow of macroeconomic processes at the national and international levels. Today, one of the most important and urgent tasks in Ukraine is the development and introduction of new approaches and tools to increase the effectiveness of monetary policy in order to overcome macroeconomic instability. Under such circumstances, the choice of adequate goals of monetary regulation, which is carried out through the targeting mechanism, becomes important. There is a need to study the advantages and disadvantages of existing monetary regimes and their further transformation in accordance with current economic conditions. Accordingly, the purpose of the work was to substantiate proposals and recommendations regarding the selection of monetary policy goals that are able to ensure the effective impact of monetary regulation on the economy and promote the use of appropriate instruments and regimes of monetary regulation as reliable means of countering the negative effects of the financial crisis.*

Keywords: *commercial bank, pension provision, monetary regime, inflation, monetary policy.*

Actuality of theme. Decrease in the level of business activity in Ukraine, deterioration of the level of material well-being of the population, permanent economic imbalances in the economy significantly restrain the pace of economic development countries. A significant increase in the relevance of these issues led to an increase attention from scientists and practitioners to the formulation of an effective system monetary regulation of the functioning of the economy.

Lack of stable positive dynamics of changes in economic indicators of the country's development confirms the low potential of traditional tools state regulation and the need to find optimal mechanisms of influenceon economic entities depending on the economic situation in the country. Given that the monetary instrument serves as one of the most important and effective levers of influence of the state study of its nature influence on the level of macroeconomic stability of the country is gaining more and more relevance.

The theoretical foundations of monetary regulation of the economy are highlighted in scientific works of J. M. Keynes, R. Lucas, F. Myshkin, S. Moiseev, M. Friedman and others.

Despite the wide coverage of these problems, certain aspects the use of monetary instruments remains understudied and needs a deeper study. Yes, the questions were left out study of the influence of monetary instruments on the growth of the economic level stability of the country.

The above determines the relevance of promotion issues the effectiveness of the application of monetary policy tools in stimulation of the country's economic development.

The purpose of the work is to study the peculiarities of the application of monetary tools of state policy in the processes of economic provision stability of the country.

The monetary policy of the state has an important influence on the indicators economic development of the country and serves as one of the most effective instruments of state regulation of the economy. However, as the analysis shows features of the application of monetary regulation tools economy, perception of their role in the development of the state and ensuring its stability functioning in certain periods was different. At separate time stagesde velopment of Ukraine, state authorities give preference to budgetary ones instruments, then monetary.

For the purpose of researching modern trends in the perception of importance monetary policy in the economic development of the country, we will conduct a frequency analysis queries in the Google search engine.

To date, the monetary policy toolkit is one from the most used and effective tools of state influence on the economy. Domestic science has developed a significant list of monetary instruments state regulation of the economy, the set of which depends on development the financial system of the country, the effectiveness of the functioning of monetary, financial market.

Monetary instruments are usually understood as a set of levers influence of the NBU on the stability of the money market in the country through regulation supply and demand of domestic currency. As a rule of thumb The National Bank of these instruments is used for the purpose of stimulation economic growth in the country, stabilization of price policy, exchange rate, situations on the financial and credit markets.

The entire set of instruments of monetary and credit regulation of the economy can be divided as follows [1, 2]:

- tools for regulating interest rates on the money market countries;
- tools for regulating the size of bank assets;
- consumer market regulation tools;
- instruments of credit policy.

As a rule, the National Bank uses these tools effective only in the short term, as it aims to solve individual problems in the money market.

According to the nature of the action, all tools can be divided into tools direct and indirect influence. The experience of individual countries of the world shows that it is higher effectiveness of indirect monetary instruments. Direct state regulation money market, as a rule, leads to negative consequences in economy and only deepens existing imbalances in it. The participants of monetary relations have developed a significant toolkit of adjustment or avoiding the influence of direct instruments, and the influence itself contributes to development unfair competition between commercial banks.

To the instruments of indirect influence on the money market of the country can be attributed to: operations on the open market, mandatory norms reserves, interest rate, refinancing of commercial banks, exchange rate of the national currency [4].

One of the main tools for regulation of supply and demand in the country's money market, there are open market operations, which consist of purchase and sale of government bonds by the NBU for the purpose of regulation volumes of reserves of commercial banks. There are applications of this tool quite common in most foreign countries because it has a number of advantages compared to other tools, the main of which are:

- high efficiency and immediacy of impact on the economic subjects. If there is an immediate need to change the amount of cash to market, the purchase/sale of cash by the National Bank leads to instant solution to the specified problem. thus application this toolkit does not require significant expenditure of time and money;

– independence from subjective influence. Mostly by the initiator these transactions are performed by the National Bank, and they do not need to be implemented direct contact with money market participants, which minimizes the influence of the third party the parties to a decision regarding the expediency of their implementation;

- maximum protection from the negative impact of errors or miscalculations during the implementation of these operations. Provided that the NBU makes mistakes always has the right to perform a reverse operation.

An equally important instrument of the NBU's influence on the economy is accounting rate, the change of which affects the cost of bank lending.

An increase in the discount rate makes credit resources cheaper by the same increasing the amount of funds in circulation.

Mandatory reserve norms are used by the NBU for the purpose of regulation of the amount of money in circulation. If at the beginning of its appearance mandatory reserves mainly performed the role of performance guarantee the bank fulfills its obligations to clients, so today their role is functions have expanded significantly. Mandatory reservation norms are being considered as a tool for regulating the volume of monetary emission and anti-inflationary policy [2, p. 113].

The advantages of this tool are significant scales of influence (a minimal change in the amount of reservation leads to a significant change in the amount free reserves of the bank) and a mass instrument of influence on everyone without exception banks. It is an equally important instrument of state regulation of the economy interest rate. A change in its size necessarily affects the volumes consumption and savings, setting different interest rates for certain activities or sectors of the economy leads to displacement capital to more attractive industries.

Formation policy is an important component of state policy interest rates, which has a significant impact on the level of economic growth of the country, as well as its price stability [3]. In Ukraine before the 2014 crisis The National Bank pursued a purposeful policy of reduction discount rate and stimulating the development of lending to enterprises real sector. However, protracted economic and political crises leveled off positive points of these processes, and the measures of the NBU turned out to be insufficient for activation of economic development.

The analysis of the structure of the banks' loan portfolio indicates a predominance short - and long-term loans over long-term ones. These trends indicate a low level of involvement by real sector enterprises economy of credit resources for the purpose of implementing large-scale investment projects, modernization of production, expansion of production capacities etc. The vast majority of credit resources are directed to the solution short-term problems of a local and point nature.

Despite the active use by the governments of all countries of the world monetary policy instruments, the effectiveness of some of them remains at a fairly low level. Being an important component of the state financial policy, these instruments are not able to do it on their own overcome economic imbalances and disparities in levels economic development of individual countries, regions, activities and sectors economy.

The vast majority of problems are in economic and social development country is caused by the influence of a number of political, economic, institutional factors, the neutralization of the negative impact of which is possible only if application of the toolset of individual vectors of state policy in totality. One of the primary measures on the way to ensure economic stability of the country is reforming the institutional sector of the economy. Yes, on the opinion of the majority of domestic and foreign experts is the main obstacle economic development of Ukraine is the independence of the National Bank from the government.

Removing the NBU from under the direct or indirect influence of the government will help speeding up the rate of stabilization of the national currency, lowering the level inflation, increasing the level of public trust in banking institutions and according to the inflow of deposits.

Financial crisis of 2008-2009, political crisis of 2014-2015 in Ukraine only deepened these processes and exacerbated the problem of providing more independence of the NBU and removing it from the influence of the government.

The main advantages of the independence of the banking system include: independence in decision-making and choice of instruments of economic influence subjects [4]. During the period of economic transformations and the aggravation of the crisis in it is much easier for a country independent of the bank's government policy to accept tough limiting decisions. In addition, under these conditions, the vector and toolkit decision-making does not depend on the variability of the political situation in the country, and therefore, it is characterized by greater stability and purposefulness.

The funds of a government-independent banking system are instantly more complicated direct it to direct lending. Procedure for dismissal and appointment to positions of NBU management bodies is strictly regulated, and therefore minimized pressure on officials from the state. Procedure and volumes of NBU financing defined by legislation and depend on the sentiments and policies of the government.

Thus, achieving the independence of the banking system is positive affects all areas of functioning of the money market in country by increasing its attractiveness, stability, reliability and efficiency.

In his research, S. Krov identifies the following prerequisites for growth degree of independence of the banking system

1) the leadership of the NBU is protected from political influence at the expense of establishment of a guaranteed term in management positions, and order the appointment of the head of the NBU and his deputies is legally prescribed and not may be changed;

2) the government has no right to interfere in the process of making and implementing decisions management of the National Bank;

3) functions, tasks and tools of monetary policy implementation of the state is clearly defined;

4) limitations on the volume of lending are established by legislation government by the National Bank.

At the same time, an important aspect of this problem is maintaining a balance between the independence of the National Bank and its lack of control. Achievement this is possible by ensuring the transparency of its activities. Periodic publication of reporting documentation, regular verifications of authenticity data display, compliance with statutory powers and preventing their abuse is the main prerequisite for raising the level independence of the banking system.

In addition, the organization of permanent procedures becomes important increasing the level of automation of operations, which automatically leads to the impossibility of abuse of official duties by the management staff of the NBU.

At the same time, it is worth noting the inefficiency of complete independence NBU The policy of the National Bank of Ukraine must be coordinated with the key vectors of the state strategy of the country's economic development, the priority of raising its level investment attractiveness.

To date, the problem of significant dependence of the banking sector is especially acute for Ukraine. The measures declared by the government are carried out in more formal and declarative in nature.

An important direction of monetary regulation in the context of increase economic stability of the country is the creation of favorable conditions for lending to enterprises of the real sector of the economy (reduced rates taxes, more favorable debt payment conditions) contribute to the growth of volumes production of goods and services in the economy, increasing production capacities, creation of additional jobs, etc.

Creating favorable conditions for financing non-bank financial and credit institutions by improving the regulatory framework, applying unconventional ways of supporting the real sector of the economy, development venture financing will contribute to the growth of the share of non-banks institutes in the economy and optimization of financing processes.

The implementation of the above-mentioned measures will contribute to increasing the level of trust in financial sector of the economy, growth in production volumes, stabilization national currency, lowering the inflation rate, investment inflow, etc.

A separate component of monetary policy reform in the country is transparency of banking institutions' activities, the provision of which provides disclosure of information regarding the goals and key guidelines of monetary and credit bank policies, consequences of decisions taken by the NBU management, publication financial statements based on the results of the reporting period, etc.

Ensuring the transparency of the activities of regulatory institutions in the country one of the main requirements of international partners on the way to European integration of the country.

Compliance with the principle at the level of the National Bank of Ukraine transparency can be implemented at the expense of publicizing: the goal of modern monetary policy (key vectors and policy orientations); reasons and consequences of decisions made (especially unpopular ones), decision algorithms decisions and the choice of specific scenarios for building the monetary policy of the state (protocols, reports, etc.); public recognition of mistakes and miscalculations in the process implementation of monetary policy in the country.

Thus, at the current stage of introduction of inflation in Ukraine targeting in the form in which it is used in developed countries is impractical Impossibility of complete subordination of monetary and credit exchange rate policy to the task of complying with the inflation target determines the expediency of using flexible forms of inflation targeting, when liberalization of currency and monetary policy is a consequence of development national economy. In our opinion, a combination is optimal for Ukraine flexible regime of inflation targeting with an inclined currency corridor during a fairly long transition period to advanced forms of targeting inflation However, this does not mean that economic development is based on control over inflation is impossible in principle. The future monetary policy should be built on the principles of the transition to free course formation, which can be ensured by the rejection of the fixed peg of the hryvnia to the US dollar and gradual expansion of the currency corridor. However, the first step for ensuring the flexibility of the exchange rate should become the development of financial market, in particular the domestic market of state securities. For this, the government must index securities to inflation to provide for them real positive interest rates. Only in this case the National Bank will be able to effectively regulate the monetary sphere due to interventions on domestic currency and stock markets.

It is necessary to implement the transition to "soft" inflation targeting solving a number of tasks that will ensure the unity of all monetary components systems and reorientation of macroeconomic policy to maintain low inflation rates, namely:

• increasing the effectiveness of the monetary and credit transmission mechanism policies due to the development of financial markets, improvement of management money supply in circulation, primarily due to increasing the impact of accounting NBU rates, expanding the scope of direct and reverse repo operations;

• activation of the market principles of the exchange rate formation process and mechanisms prevention of speculative currency attacks, development of insurance tools currency risks, in particular, the gradual introduction of currency derivatives into circulation;

• restrictions, including due to NBU issuance for the purpose of binding excess liquidity of securities with an acceptable level of profitability (certificates of deposit, etc.), improvement of speculative and institutional aspects of the functioning of the futures market, accelerating the pace of development National depository system to improve service efficiency transactions with securities;

• optimization of tariff policy, adjustment of intentions regarding liberalization pricing of housing and communal services services, carrying out a balanced policy in the sphere of imports food and imported goods;

• protection against external shocks by entering into long-term contracts and early formation of commodity reserves for interventions in problem markets (meat, sugar, light oil products, etc.), as well as the introduction of transparent criteria for alleged administrative interference in pricing;

• formation of appropriate institutional structures and tools capitalization of savings, as well as their direction in the direction of investment flows, improvement of the market mechanism for the selection of financial projects.

Conclusions. Ensuring the stability of the national economy needs implementation a set of measures aimed at managing individual components economic development. Creation is of great importance in these processes stable monetary and credit sector of the economy, able to support the balance between demand and supply of cash, the volume of cash and cashless circulation of funds, stimulate the development of the real sector economy, etc.

The paper analyzes the essence of monetary policy and its level research by geographical feature. Based on the results of the analysis, it was done conclusion about the low level of research on these issues among Europeans countries. On the basis of bibliometric analysis of the data, the countries were singled out territories of which individual aspects are most often studied application of monetary instruments. Defined keywords that most often associated with the monetary regulation toolkit economy.

Based on the systematization of scientific approaches to understanding the essence of monetary policy, the classification of monetary regulation tools by nature of action and sphere of influence is carried out in the work.

The main monetary instruments of economic regulation include: discount rate, volume of money supply, consumer price index, annual average rate on loans/deposits, structure of loan portfolio. Conducted analysis of the dynamics of changes in these indicators in Ukraine allowed us to draw conclusions about the low level of their efficiency.

The important role of monetary instruments in security is substantiated stability of the national economy. Key forecasting was carried out indicators of monetary and credit development of the country for 2020-2022.

Based on the forecasting results, a conclusion was made about the decreasing trend the dynamics of the share of long-term loans in the structure of the loan portfolio of Ukraine and the level of monetization of the economy and the need for transformation the existing policy of managing monetary development of the economy.

The main measures include ensuring the independence of the National of the Bank of Ukraine and the level of its independence in the processes of adopting management policies decisions and transparency of monetary relations in Ukraine. Realization these measures will contribute to the reduction of economic mbalances in the economy, increasing public confidence in the banking system of Ukraine, tributary deposits, stabilization of exchange rates and prices, reduction of inflation, etc.

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ACTIVATION OF INTERNATIONAL FINANCING OF SOCIAL DEVELOPMENT

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Annotation. *Social expenditures should be seen as state social investments in human development. This article classifies the mechanisms of international social finance. This classification takes into account the restructuring instruments of the cash flows, reduce risks and attract voluntary private contributions. Systematized and structured new global social resources on two criteria: the internationally agreed tax on air tickets, Carbon Emission, financial transactions and receipts through the global resources.*

Keywords: *global economy, international social finance, voluntary private contributions, global social resources, the innovative mechanisms, international investment police.*

Formulation of the problem. For many low-income countries official development assistance (ODA) remains an important source of social finance. Since the adoption of the Millennium Declaration the volume of ODA increased to 133 billion dollars. However, to achieve long- established United Nations ODA target of 0.7 percent of gross national income of donor countries need to provide such assistance more than doubled. Prospects for achieving this target will soon not give any reason for optimism, as donor countries are facing budget problems [1, 41-43]. The consequence of awareness of the importance of additional social investment at a guaranteed basis was scientific research development of innovative financing mechanisms to complement traditional ODA.

Analysis of Recent Research and Publications. Innovative approaches to topical issues of international social investment differ Ukrainian economic research scientists K. Boichenko, Y. Chaliuk, O. Kasperovich, D. Kucherenko, O. Novikova, O. Pankova, M. Tepliuk. Among foreign economists should be noted such as D. Bhattachariya, D.K. Galbraith, S. Griffith - Jones, K.S. Jomo, D. Ratha, and M. Yunus. However, need further intensification of research efforts in this area because of the important role played by international investment policy in the complex mechanism of global regulation of the social sphere.

The purpose of this study is to solve the following problems. Firstly, to analyze the potential use of new sources of social investment and implement classification by combining two groups of global resources and income from the public sector. Secondly, to determine the efficiency of international social innovative mechanisms of financing and make their typology, highlighting the mechanisms by which to restructure cash flow, manage risk, and attract private sector investment resources. Thirdly, to give reasons that prevent the effective use of innovative international financing mechanisms for social services.

Research results. It is important to emphasize that the only established definition of innovative mechanisms of international social investment does not exist. Lack of precise results in the fact that in many studies the term "innovative mechanisms of financing for development" is interpreted widely. It includes all types of non-traditional sources of financing from mechanisms such as securitization of ODA commitments, international taxes and a new distribution of specialized Drawing Rights (SDRs), issue bonds in local currency and foreign currency hedging issue bonds indexed to gross domestic product. Columbia University Professor Stephanie Griffith - Jones adds to aforementioned innovations guaranteed by the state insurance mechanisms against weather risks [2, 58-67]. Chief Economist of the World Bank Dilip Ratha offers incentives for social investment through remittances of workers [3]. New investment opportunities diasporas and migrants reveal the Doctor of Economics from Bangladesh Debapriya Bhattacharya [4].

American Professor James K. Galbraith, who heads the Association "Economists for arms reduction", examines the demilitarization of a powerful social resource of international finance [5]. Making conclusions from the analysis of innovative ideas was the problem created by the UN High Level Group on Financing for Development. It included the governments of 63 countries and international and civil society organizations. This initiative Group gave the definition of innovative sources of international social investment as follows: including all mechanisms to mobilize funds to supplement official development assistance, provide a steady flow of resources on a predictable basis and is closely related to the concept of global public goods [6, 17 - 27].

In its turn leading scientific committee of UN experts pointed out the following characteristics of innovative mechanisms of international social investment. Firstly, the link to the official sector, including the use of public resources and private sectors, charities, and secondly, international cooperation and the transfer of resources to developing countries, and thirdly, innovative character and fourthly, the ability to generate finance for development, which is additional to ODA [7].

According to Ukrainian scientists and economists K. Boichenko and M. Tepliuk in the context of innovative financing for development should take into account the globalization process that has to be achieved by taxing those sectors that benefited most from globalization, such as the financial and trade sectors [8, 63 - 65]. By carrying out the classification of new global social investment resources, it makes sense to combine them into two groups (Tables 1 and 2).

Table 1

Receipts of the public sector

New resources	The current amount of resources (in billion U.S. dollars a year)	The amount of potential revenue (in billion U.S. dollars a year)	Efficiency
EU Governments auction: sell or allocate permits for emission allowances	0,2	1-5	Germany has agreed to allocate 15 per cent to international climate finance.
2 per cent tax on CERs under the Clean Development Mechanism	0,06	0,06-0,75	Additional financing for climate adaptation in developing countries.
Small tax levied on airline tickets, proceeds earmarked for UNITAID	0,2	1-10	$1.0 billion was raised the last 5 years.
Norway's tax on CO2 emissions from aviation fuel	0,02	0,02	Norway contributes a portion of the proceeds of a tax on CO2 emissions from aviation fuels to UNITAID
Tax on use of fossil fuels and other products contributing to CO2 emissions	-	250	A tax of $25 per ton of CO2 emissions by developed countries.
Currency transaction tax (CTT) (proposal)	-	40	Assumes 0.005 per cent tax.
Tax on financial transactions, such as equity trades, bonds and derivatives. Includes CTTs	-	15-75	A European Union FTT could raise €55 billion per year (excluding taxes on currencies).
International billionaire's tax (proposal)	-	40-50	Proposal is not yet in any international agenda.

Source: calculated according to date [6;8]

The first group of innovative sources include revenues from the public sector, including the internationally agreed tax as a solidarity tax on airline tickets, taxes on financial and currency transactions, taxes on carbon (Table 1) [6; 8]. The second group includes revenues through global resources, including allocation of SDRs and revenues associated with the use of the resources that are in the public domain, for example, the development of mineral resources of the seabed in international waters (Table 2) [6; 8].

Although proposals for potential funding of international development cooperation, included in both of these categories are discussed during more than one decade, almost none of themexcept proposals for a tax on airline tickets until approved. Many countries do not want to support international taxation, because they believe it undermines the national sovereignty [9].

Making international reserve assets could stimulate the flow of funds to finance global development and social needs. Since SDRs are allocated on the basis of quotas

Table 2

The use of global resources (suggestions)

New resources	Current level of resources (billions of USdollars per year)	Approximate potential revenue (billions of US dollars per year)	Efficiency
New SDR issuance(proposal) of IMF	-	160-270	Additional international liquidity would increase reserve availabilit
Idle SDR holdings of reserve-rich countries areleveraged for investment in development	-	100	Assumes $100 billion of annual allocation to developed countries
Charge royalties for natural resource extraction beyond 100-mile exclusive economic zones	-	-	Requires agreement on regimes for managing global commons, such as the International Seabed Authority.

Source: calculated according to date [6;8].

in the IMF, the benefit is mostly developed nations. However, if two-thirds of SDRs distributed among developing countries, they would receive annual funds in the amount of 160 to 270 billion dollars. U.S. [9, 16-18]. Innovative mechanisms of international social investment should be divided into three types: the mechanisms, by which it is possible to restructure the cash flow, reduce risks and attract voluntary private contributions (Table 3) [1; 6].

The first category includes mechanisms of transformation of debt, such as debt relief scheme for the purposes of Health “Debt2Health” (“duty to care”) and the mechanism of replacement debt costs for environmental protection. Resources released by debt cancellation, which belongs to the creditors, or by buying debt from commercial banks at a discount in the secondary market debt. Payments related to service these debt obligations, in whole or in part directed at specific public purposes or for the purposes of private projects, mostly in the field of public health or environmental protection [1, 81-97].

Problem mechanisms of the second type - try to raise funds to cover certain risks associated with health and disaster management through established programs at the international level guarantees and insurance. For example, manufacturers-based combination therapies for malaria treatment artemisinin reached an agreement on setting lower prices in exchange for providing a guaranteed market and provide temporary subsidies as a means of exclusion from the market of older, less efficient alternative drugs [6, 75-87].

From the risk insurance fund in case of disasters in the Caribbean region risks are covered for the system of state finances related to natural disasters such as hurricanes and earthquakes. Capital Fund formed by donors and allows the members of the Caribbean Community to carry out collective insurance of potential damage above a certain threshold [9, 97-112].

Problem mechanisms of the third type - seek voluntary contributions to private agents. As part of the famous program «Product Red» companies are licensed to use this

Table 3

Innovative mechanisms of international social investment

Innovative mechanisms	Current level of resources (billions of US dollars per year)	Approximate potential revenue (billions of US dollars per year	Comment
I. Mechanisms that restructure cash flows			
International Finance Facility for Immunisation (IFFIm)	0,6	0,6	Over the last 5 years, IFFIm raised $3.6 billion .
Debt2Health (an innvoative financing initiative of the Global Fund)	0,02	0,02	Over the last 5 years, Debt2Health deals worth €170.2 million wereconcluded, one half of which countries contributed to the Global Fund.This is additional to existing ODA for countries that are current on their debt payments
Debt relief in exchange for local investments in the environmen	0,05	0,05	Has raised an estimated $1.1 billion-$1.5 billion. This is additional to existing ODA for countries that are current on their debt payments.
II. Mechanisms to manage risk			
Pilot advance market commitment for vaccines	0,5	1,5	Financing comes out of ODA budgets with small amount of additional financing provided by the Gates Foundation
Affordable Medicines Facility - malaria (AMFm)	0,2	0,2	About half the financing comes from UNITAID. UNITAID financing, in total, half of AMFm financing is from traditional ODA, 50 per cent from innovative financing and from philanthropy
Caribbean Catastrophe Risk Insurance Facility (CCRIF)	0	0,068	Donor countries and the World Bank capitalized the insurance fund.
III Mechanisms that leverage citizen or private sector resources			
"Product Red"	0,04	0,04	A brand licensed to private firms.

Source: calculated according to date [1;6].

brand for specific products in exchange for a donation of profits from the sale of goods and services to the Global Fund to Fight AIDS, Tuberculosis and Malaria [6, 101].

Innovative funding for public health purposes (Fig. 1) is mainly used for funding GAVI Alliance (Global Alliance for Vaccines and Immunization), the Global Fund to Fight AIDS, Tuberculosis and Malaria and YUNITEYD (International Organization for procurement of drugs against HIV, tuberculosis and malaria).

Based on the data in Fig. 1 [6, 102-115], we can conclude the following. Only UNITAID funded primarily from innovative sources, as 75 percent of its resources comes at the expense of collecting taxes on air travel.

In general, priority is given through existing mechanisms tend to finance global public goods, rather than in support of a broader process of social development at the national level. Thus, the share of climate change mitigation programs account for about two thirds of the resources allocated through innovative financing mechanisms.

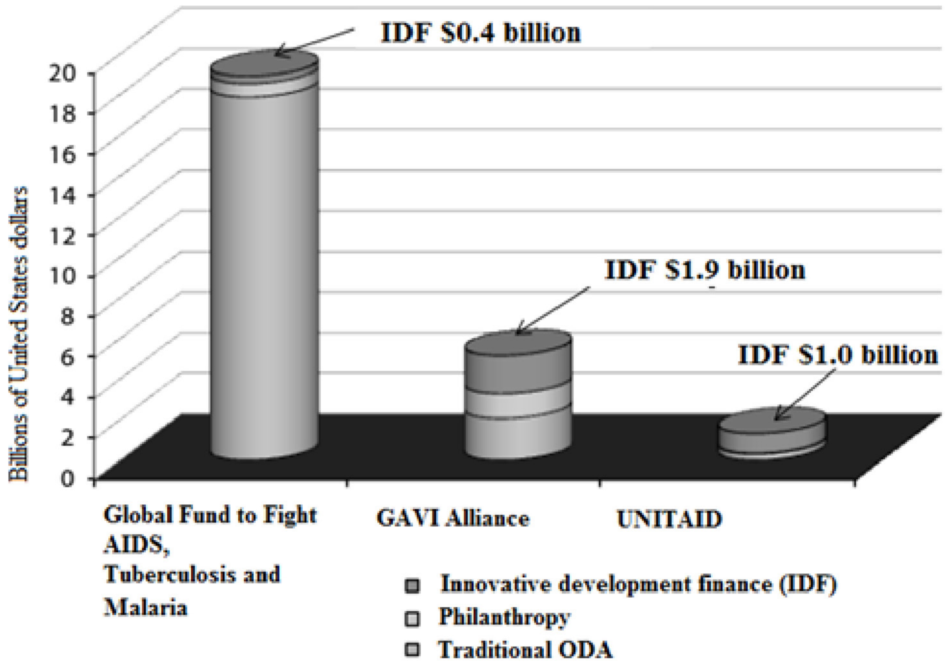

Fig. 1 Share on Innovative Financing for Global Health Fund, over the past ten years (combined figure)
Source: calculated according to date [6, 102-115].

As in the case of global funds in the health sector, the growth of the number of funds related to climate change in recent years has meant that international aid was fragmented in nature [7]. This problem can be largely solved by combining traditional and innovative mechanisms for financing development in the structure with a smaller number of institutions that have more authority, clearly defined mandates, while ensuring close coordination and by combining resources received in each such institution. It is also important that the management bodies of these structures led to balanced representation in their governments and institutions that provide funding and recipients of these funds, and that they ensure proper control and accountability.

Conclusions. This classification takes into account the restructuring instruments of the cash flows, reduce risks and attract voluntary private contributions. Systematized and structured new global social resources on two criteria: the internationally agreed tax on air tickets, Carbon Emission, financial transactions and receipts through the global resources. Today the opportunities associated with the use of innovative financing mechanisms, not fully implemented. One major problem is that these mechanisms lead to an increase in administrative costs. However, in case political conditions for a substantial expansion of international social investment recipient countries must be prepared to ensure proper management of resources, including on the basis of distribution in the mechanisms of countercyclical macroeconomic management and medium-term programs of public expenditure.

In this regard, it is important to also international cooperation in the field of taxation, providing reduction of tax evasion and non-payment. In political terms, bringing global resources and revenues from tax increases on the international level to address global problems seem much more difficult than taxing for purely domestic purposes. But like all political decisions made for future generations, not just to win the next election, this issue should be carefully analyzed in view of possible scenarios, including a dangerous scenario of events in which stored social polarization, social isolation, political confrontation and lack of security. Social expenditures should be seen as state social investments in human development.

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PUBLIC ADMINISTRATION

PUBLIC MANAGEMENT AND ADMINISTRATION IN PROVISION SUSTAINABLE DEVELOPMENT OF TERRITORIES: THEORETICAL AND ORGANIZATIONAL ASPECT

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Annotation. *Scientific developments in the study of public management and administration are analyzed, their principles, functions, methods, mechanisms are defined. It is noted that the initiated reforms, which concern all spheres of life, put forward new requirements for the implementation of public management and administration in ensuring the sustainable development of territories and communities. Their modernization is possible under the conditions of ensuring the effective functioning of their mechanisms. It was determined that public management and administration in Ukraine should be carried out taking into account modern trends in the development of territories, their potential, and should be strategically oriented towards their sustainable development. It is noted that foreign experience of public management and administration should be used in the context of ensuring the sustainable development of territories, which requires further research.*

Keywords: *public administration; public administration; sustainable development of territories; public management and administration in ensuring sustainable development of territories.*

Formulation of the problem. In today's conditions, modern changes and related social, economic and environmental problems require a deep understanding. The problems of sustainable development of territories indicate the importance of their solution thanks to the effective implementation of public management and administration in Ukraine. Globalization of socio-economic relations points to the importance of improving public management and administration, in particular in ensuring the sustainable development of territories. Reforming the modern system of public management and administration in Ukraine is of particular importance for meeting the needs of the population in various spheres of life, solving problems.

Analysis of recent research and publications. The problems of state management and public administration were studied at various times by such scientists as V. Bakumenko, V. Bodrov, P. Nadolishniy, S. Brovikova, V. Novikova, O. Obolenskyi, O.

Shatylo, Yu. Shemshuchenko and many others. however, disagreements between different approaches do not allow forming a unified etymological vision of the relationship of terms.

Presenting main material. High-quality public administration should be aimed at the possibility of achieving the set results. The task of managers in the public sector is to «encourage employees, as well as representatives of the general public and individual organizations, to work together to achieve results over which they may have little direct influence, given the decentralization of power» [1]. The term «public administration» can be used in at least three main meanings: activities of civil servants and politicians, structures and procedures of public authorities, systematic study of either activities or structures and procedures [2, p. 12-13].

The State Regional Development Strategy for 2021–2027 emphasizes the insufficient capacity of central and local executive bodies, local self-government bodies, and regional development institutions to effectively implement reforms, provide high-quality services to the population, and solve socio-economic problems of territorial development in Ukraine [3].

M. Latynin indicates the need to introduce new approaches to public administration, which will contribute to its improvement [4]. V. Bakumenko and others draw attention to the importance of improving the quality and efficiency of public management and administration, as this should ensure progressive development and systemic social transformations [5]. E. Romanenko emphasizes the importance of approaching the activities of public authorities to a balanced state of implementation of strategies and actions [6].

The system of public management and administration in Ukraine must meet the needs of the state in carrying out complex reforms, its European choice, European management standards. The existing mechanisms of direction and coordination of the ministries, their capacity for policy formation need improvement. Problems include the lack of uniform rules or criteria for organizational support for the implementation of state policy [7]. As for the system of local self-government in Ukraine, it does not fully satisfy the needs of the population. The functioning of local self-government bodies in territorial communities does not ensure the creation and maintenance of a favorable living environment necessary for the development of a person, his self-realization, protection of his rights, provision of high-quality public services to the population by local self-government bodies [8].

Public administration from certain scientific positions can be identified with a constituent part of the state administration system. It is often confused with public administration. Public management is a process of collective adoption and implementation of strategic decisions based on agreement and coordination of the goals and actions of all key participants [2, p. 28].

Public administration is regulated by laws and other legal acts, the activity of public administration subjects aimed at: making administrative decisions; provision of administrative services; implementation of the internal administration of the subject of public administration. In a narrow sense, public administration involves the interaction of subjects with the executive branch of government, and in a broad sense - with all three branches of government at different levels of decision-making (state, regional, municipal) [9, p. 8].

Administrative regulation is the activity of a subject of public administration to issue rules, regulations, regulations and other normative acts for the implementation of laws. Internal administration is an activity that ensures the independent functioning of a subject of public administration (regulating the organizational and management structure, documentation, disposal of labor, material, financial resources, document circulation) [9, p. 9]. So, it is the classical scientific model of management in the public sector that is more recognized in Ukraine, and we still use the term «public administration», which is not an exact match to modern realities and is closer in meaning to the definition of «public administration».

According to S. Chernov and S. Hayduchenko, the urgent task of improving the system of public administration in Ukraine is to ensure fruitful interaction between state authorities and local self-government [9, p. 64]. Despite paying attention to public management and administration, their functioning, it is important to determine the directions of their improvement, in particular in the context of ensuring sustainable development of territories.

Very often, the two different terms public administration and public management are translated from English into Ukrainian as «state management». However, these are simply two different theories, on the basis of which it is indicated that the main features of state administration are its authoritarian nature, the origins of which are the state will and spreading to the entire society [10, p. 11].

State administration from a scientific point of view is the activity of the state (state authorities) aimed at creating conditions for the fullest implementation of state functions, basic rights and freedoms of citizens, coordination of various interest groups in society and between the state and society, ensuring social development with appropriate resources [11, p. 150].

Today's understanding of the essence of public administration by some Ukrainian scientists is quite close to the understanding of the essence of public administration. Yes, V.D. Bakumenko notes that the understanding of the essence of public administration has evolved as a result of the development of democracy and civil society in the world, and in particular in Ukraine. Therefore, today the aspect of the interaction of the state and civil society in public administration is very important, in contrast to the traditional vision of public administration as the organizing and regulatory influence of the state on the social life of people in order to organize, preserve or transform it, which is based on its power [9, p. 150]. Taking into account the above, we can state that the new meaning included in the term «state administration» is close to the meaning included in such a new term as «public administration».

It is important, improving the implemented scientific achievements in the field of public administration, to follow the best foreign trends and practices and to promote the development of the science of public administration. Analyzing the historical experience of the past and the modern practice of ensuring the rights and freedoms of the individual, it is possible to conclude about the need for a complex and systematic implementation of the basic principles of civil society, with the simultaneous implementation into practice of the most important provisions of the rule of law in Ukraine. The active approach under the mechanism of the realization of rights and interests protected by law involves a complex of interdependent legal activities of the holder of the right and law enforcement bodies, aimed at ensuring that the individual enjoys social good. The dependence of the governing influence on the state of the system and the external environment implies that any system of public administration functions in a specific social environment, that is, within the limits of a specific society and its inherent economic relations, social structure, cultural environment, and socio-psychological atmosphere [12].

Public administration is the activity of state administration bodies, local self-government bodies, representatives of the private sector and institutions of civil society within the limits of the powers and functional duties defined by law regarding the formation and implementation of management decisions of public importance, the development policy of the state and its administrative-territorial units [1, with. 144]. Public administration is a type of organizational and managerial activity of civil servants and officials of local self-government, which is aimed at both the preparation and implementation of public-management decisions, personnel management, and the provision of public services [1, p. 142–143] As stated in the Encyclopedia of Public Administration, public administration includes the «denationalization» of administrative functions, the transfer of a significant part of them from the government to other public entities in order to achieve better management of society, its orderliness and direction to achieve the set strategic goals. Regarding the definition of public administration, it is defined as a technical component of governance, which should be carried out on a professional basis and will involve the involvement of non-state partners for joint problem solving [13].

To the main forms of public management and administration, scientists include: the public-political form, which is used for the formation and implementation of strategies, policies, programs, projects, plans; the legal form manifested in normative and legal activity, used in the processes of state regulation, stimulation, support; institutional form (institutionalization of social relations takes place through the creation of public authorities and management bodies, the powers and responsibilities of these structures are approved by legal acts in their provisions); organizational form, which is intended for the formation of organizational structures, the establishment of organizational relations within them and between them [5].

Modernization of public management and administration in Ukraine is possible under the conditions of ensuring the effective functioning of their mechanisms. Despite the fact that public authorities define strategic goals, priorities, tasks, make important management decisions aimed at meeting the needs of regions, territorial communities, and their citizens, modern trends point to the need to solve socio-economic and environmental problems thanks to the improvement of public administration and administration, in particular in ensuring the sustainable development of territories. Modern public management and administration in Ukraine should be carried out taking into account the latest trends in the development of territories, their potential, and be strategically oriented towards their sustainable development.

As for the essence of sustainable development, it is manifested in the qualitative changes of territories that develop on the principles of effective democratic management at the local level, which makes it possible to move to a new, qualitative level. In order to be able to lead the territorial community on the path of sustainable development, it is necessary to determine the resource security of the territory, as well as to balance the economic, social and environmental interests of the subjects of the local development policy, to analyze the situation that has developed in various sectors of the economy of this or that territory. Sustainable development is determined by factors of economic growth that ensure it, that is, supply factors, demand and distribution factors, but at the same time such development covers a much wider range of them, namely: the development of science, technology, information services, factors (political, socio-economic, ecological), which in the complex are sources of sustainable development [3].

At the same time, in the modern practice of state administration, the concepts of socio-economic development and sustainable development are mostly considered to be very close in meaning.

However, the concept of sustainable development implies a much broader understanding of the directions and components of development than socio-economic development. According to this concept, in its modern understanding, sustainable development is defined as such development, when under the conditions of achieved sustainable economic growth, a fair distribution of its results, the development of human potential and the realization of women's rights, the preservation and restoration of the environment for the present and future generations are ensured [14, p. 5].

The generally accepted approach is that three components are distinguished in the understanding of the sustainable development of territories: the development of the economic sphere, the social sphere and the provision of environmental safety. If we consider the essence of this concept from the standpoint of ensuring regional development on the basis of sustainability, then we can talk about the need to form and implement a comprehensive strategy for the development of the region, taking into account the existing potential, the coherence of national interests and the interests of the local community regarding the priorities and directions of regional development solving the socio-economic, ecological, socio-political problems of the region and increasing the indicators of its development, which is ultimately aimed at ensuring proper living conditions, increasing the well-being, level and quality of life of the population, taking into account the need to build the potential for such growth in the current and strategic perspective.

In the conditions of the development of modern state-building in Ukraine, the importance of public management and administration in ensuring the sustainable development of territories is growing, the issues of preparation, adoption and implementation of management decisions are becoming more relevant.

Management practice shows the need to apply new approaches to public management and administration in the context of ensuring sustainable development of territories.

Currently, the concept of balanced (sustainable) development, which is aimed at the integration of social, economic and environmental components of development, is gaining more and more importance. The emergence of this concept is related to the need to solve environmental problems and take into account environmental issues in the planning and decision-making processes regarding the socio-economic development of territories [5].

The main modern problems of public management and administration in Ukraine in ensuring the sustainable development of territories should include: imperfection of the existing regulatory and legal framework, organizational support, non-systematic formation and implementation of forecast and program documents; imperfection of the public service provision system; untimely response of public authorities and management to socio-economic and environmental problems; imperfection of strategic environmental assessment of state planning documents.

In the conditions of global challenges, more and more attention should be paid to ensuring sustainable development of territories, timely response of public authorities and management to socio-economic and environmental problems, ensuring interaction of state authorities and local self-government bodies, civil society. Special attention should also be paid to conducting a strategic environmental assessment of state planning documents.

The currently launched reforms, which concern all spheres of life, put forward new requirements for the implementation of public management and administration in Ukraine to ensure the sustainable development of territories.

The National Economic Strategy for the period until 2030 defines principles, guidelines, and values in economic policy, which include institutional capacity («a state capable of ensuring development»). Challenges and barriers on the way to achieving the strategic goal «Increasing the institutional capacity of local executive bodies, local self-government bodies and regional development agencies to effectively ensure the development of regions and territorial communities» include: low level of transparency, efficiency of local self-government bodies; low level of competence of managers and specialists of local self-government bodies; low capacity of regional development agencies; lack of management and monitoring tools; inactivity of territorial communities. This is primarily due to the low activity of members of the territorial community in decision-making, the lack of target performance indicators, the population's ignorance of the structure of local self-government and territorial development plans, the lack of institutional experience in managing development projects, strategic planning, and the lack of a quality system personnel training for territorial management; low level of availability of statistical data of local self-government bodies, digitization of geographical data of territories; failure of regional development agencies to fully perform their functions as a result of partial duplication of their functions by structural units of regional state administrations [12].

The purpose of the Concept of reforming local self-government and territorial organization of power in Ukraine is to determine directions, mechanisms and deadlines for the formation of effective local self-government and territorial organization of power for the creation and maintenance of a full-fledged living environment for citizens, the establishment of institutions of direct people's power, the satisfaction of citizens' interests in the spheres of life, the provision of quality available public services, coordination of the interests of the state and territorial communities. Some of the expected results of its implementation are the following: economic and social development of regions and territorial communities; stimulating the economic development of territories; strengthening the organizational, legal and material capacity of territorial communities and local self-government bodies; availability and quality of public services. Unfortunately, in most cases, the interaction between the government and the public, built in the direction of government-citizen communication, has practically turned into PR and information policy. There is also a collection of opinions, ideas, and positions in the reverse direction of the citizen-government (study of public opinion by sociologists, Internet polls, etc.). Consultations and meetings with the participation of residents take place at the level of local self-government bodies. But in general, it is still extremely early to say that the level of participation of citizens in the decision-making process is high.

The author is interested in the question of cooperation/interaction between the government and the public, given that the public (society) remains a permanent resource that can be used for development in the face of any external economic and political changes (financial crisis, economic sanctions, budget deficit, revolution, war, etc).

In this context, citizen participation is of interest, which is considered as:

- participation - namely, the way of active participation in various events that concern us; the opportunity to conduct active activities, to express an opinion regarding the processes taking place in the public sphere;
- communication with the authorities - namely, mutual support of authorities and citizens in the process of joint decision-making.

«Citizen participation is a process during which citizens get the opportunity to influence the decisions of state authorities, and indirectly - the opportunity to exercise control over their implementation, if these decisions directly or indirectly affect the interests of citizens.

This type of participation differs from the traditional participation of citizens in the election process and is implemented using other methods. Citizens, given the opportunity to participate in regulatory processes at their early stage, are even more actively involved in the processes of direct implementation» [3].

The ideas of citizen participation are enshrined in the Law of Ukraine «On Local Self-Government in Ukraine» [15], in particular in Art. 9 (local initiatives) and Art. 13 (public hearings). At the same time, they require development of community participation mechanisms by local self-government bodies, which does not always happen in practice. So, for example, the topics of public hearings may include: spatial management plans, new investments, in particular, in the field of the environment and its protection, strategies for the development of settlements or any issue of community life.

The transition of the country to the model of sustainable (balanced) development is possible on the basis of optimizing the use of natural resources, socio-economic, cultural and historical potentials, substantiating the directions and scales of nature use within the country and in its individual regions. Modern socio-economic and environmental problems in Ukraine point to the importance of further paying attention to public management and administration in ensuring the sustainable development of territories.

Regions and territorial communities should become the backbone of the restoration of economic growth in Ukraine, the path to the prosperity of the country - increasing the economic independence of regions and territorial communities, supporting their economic development, creating prerequisites for qualitative transformations, intensifying economic activity, ensuring the competitiveness of regions and territorial communities in the long term . The influence of globalization on the development of subjects and objects of public administration must be taken into account.

In Ukraine, the development of strategic programs for the development of territories has already taken place, none of which has been implemented and accepted by society. Therefore, the issue of developing a comprehensive set of directions to take into account the patterns of integration processes in the country's development, coordinating the actions of all branches of government during the adoption of management decisions regarding the socio-economic and ecological development of the country has not been adequately covered [13].

The available opportunities to ensure the sustainable development of territories and improve the quality of life of the population are insufficiently implemented, which indicates the need to reformat the system of public administration, which must respond to modern challenges with new approaches to making management decisions [8]. It is possible to ensure sustainable development thanks to the effective use of human, natural, geopolitical resources, structural and technological transformation of production and available competitive opportunities [11]. Taking into account the above, as well as the problems of sustainable development of territories, the need to develop a Strategy of public management and administration in ensuring the sustainable development of territories in Ukraine, aimed at forming an effective system of public management and administration in ensuring the sustainable development of territories, is becoming urgent. At the same time, foreign experience of public management and administration can be used in the context of ensuring the sustainable development of territories, in particular, the creation of relevant public authorities, whose activities will contribute to the strengthening of coordination between public authorities in ensuring the sustainable development of territories, the introduction of interdisciplinary approaches.

Abroad, there are various models for improving coordination policies on sustainable (balanced) development. Bodies are created which are responsible for coordinating the activities of central authorities, as well as bodies or organizations that carry out planning of sustainable (balanced) development and advisory support for cross-sectoral policy coordination in the territories. In such European countries as Bulgaria, Croatia, Poland, the Czech Republic, Norway, Serbia, Latvia, Slovakia created regional ministries development, the main goals of which are coordination in the management of financial resources, activities assigned to countries from the European Structural Funds of such bodies helps to strengthen coordination between authorities in the sustainable development of regions, introduction of intersectoral approaches. It is interesting that exactly in Norway for coordinating the territorial dimension of the policies of other government departments through inter-ministerial groups, the division of territorial development of the ministry is responsible of local administration and regional development [21, p. 174–175]. Modern in Ukraine problems of sustainable development of territories indicate the importance of solving them with help preparation and adoption of strategic decisions, the need to implement the best public management and administration practices, social and economic balancing and ecological interests of subjects of territorial development policy, personnel improvement provision, proper training of specialists who must know the theoretical foundations public management and administration, features of the system of public authorities in Ukraine, to be able to determine directions for improving public administration and administration, use domestic and foreign experience in this field, to formulate the goals and main areas of activity of public authorities, to identify and solve modern problems of ensuring the sustainable development of territories. With this in mind, educational and professional programs in the field of public administration need improvement and administration in the context of ensuring the sustainable development of territories.

In Ukraine, modern challenges indicate an objective need for further development and strengthening of the activities of public servants in new conditions. A deep understanding of the problems that arise in the process of forming the modern doctrine of public service, the concept of public service and the corresponding institution, will contribute to the development of a more rational approach to the formation of personnel policy in accordance with the tasks and functions of the state, as well as overcoming the alienation of the population from public authorities, increasing professionalism and competence public servants [3].

Social transformation in Ukraine determines the transition to a service state, within the framework of which a new character of the professional activity of civil servants in the field of public administration should be formed. This means the need to train specialists for work in the field of public management and administration, who are able to analyze state policy at the national, sectoral and regional levels, prepare proposals for its formation, including the formation and examination of projects, programs, concepts, strategies, projects laws, other regulatory legal acts, draft international agreements; ensure the implementation of state policy, the implementation of national, sectoral and regional programs, the implementation of laws and other regulatory acts; ensure the provision of affordable and high-quality public services; carry out state supervision and control over compliance with current legislation, management of state financial resources, property and ensure control over their use; to manage the personnel of state bodies [4].

Specialists in the field of public management and administration should know what is the management of a public authority, a manager in a public administration system, leadership in public authorities, control in public administration and administration, information and communication support. They should know about the organization of the work of public authorities in Ukraine, the image and ethical behavior of state and municipal employees, the peculiarities of public management and administration abroad.

Therefore, public management and administration in Ukraine must meet modern challenges, be carried out thanks to the introduction of new approaches to the preparation of state planning documents, taking into account the problems of sustainable territorial development. That is why special attention should be paid to the preparation, adoption and implementation of management decisions. Specialists in the field of public management and administration should know not only the peculiarities of preparation and adoption of management decisions in public authorities, but also about information support for management decisions, methods and technologies for adoption of management decisions, ensuring the quality of management decisions, effectiveness of management decisions in public authorities.

Conclusions and directions for further research. In Ukraine, the importance of public management and administration in ensuring the sustainable development of territories is growing due to the actualization of the issue of preparation, adoption and implementation of effective and high-quality management decisions in connection with modern changes and related problems. Public administration, by its very nature, is aimed at achieving the ultimate goal of the mechanism of public administration - the effective implementation of rights, freedoms and interests protected by law. Human activity, as a bearer of rights and freedoms, is characterized as legitimate and active if there is a direct realization of rights and freedoms. And the activity of state bodies is manifested through the implementation of functions - protection, protection, control, law enforcement functions, etc.

Real trends in Ukraine indicate the need to solve socio-economic and environmental problems thanks to the improvement of public management and administration in ensuring the sustainable development of territories. Administrative practice shows the need to update the mechanisms of public management and administration in Ukraine. One of the ways to improve public management and administration in ensuring the sustainable development of territories can be the development of the Strategy of public management and administration in ensuring the sustainable development of territories in Ukraine, aimed at forming an effective system of public management and administration in ensuring the sustainable development of territories. Foreign experience in public management and administration should also be used in the context of ensuring the sustainable development of territories, for example, the creation of relevant public authorities, whose activities will contribute to the strengthening of coordination between public authorities in ensuring the sustainable development of territories, the introduction of interdisciplinary approaches, which requires further research.

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PECULIARITIES OF PUBLIC ADMINISTRATION DEVELOPMENT IN UKRAINE: CURRENT TRENDS AND PROBLEMS

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Annotation. *The article is devoted to the issues of modern tendencies of public administration development in Ukraine. It is defined as the main directions of changes and transformational processes of the domestic public administration system under the influence of civilization changes and globalization challenges. The following trends of public administration have been identified and analyzed: Step- by-step improvement of the model of public administration; formation of effective organization and activity of executive bodies of various levels; reform of local self-government and creation of self- sufficient territorial communities; process of redistribution and differentiation of competences and powers of public authorities; territorial organization of power on the principles of economic expediency and social necessity; reforming and modernizing the public service and service in the local self-government bodies based on introduction of a new ideology of functioning of public authorities as an activity, the main purpose of which is to ensure the realization of the rights and freedoms of citizens, provide qualitative administrative services, ensure transparency, openness in the activities of public administration bodies and institutions; intensification of the processes of revention and counteraction of corruption due to the creation of appropriate anti-corruption bodies; use of modern information technologies in the system of public administration; introduction of electronic management in the activities of public authorities, etc.*

Further ways are proposed to improve the system of public administration in Ukraine based on step-by-step processes of completion of administrative and administrative-territorial reforms, the introduction of electronic management in the activities of public administration bodies, further completion of the constitutional reform in the area of decentralization of power, providing for the transfer of real powers to local self-government bodies, Reforming public administration system based on integrated consideration of the experience of functioning systems of private management in foreign countries, application of the latest concepts and management trends, taking into account civilization tendencies of development of democracies.

Keywords: *public administration; trends of public administration; europeanization; decentralization of power; concepts of public administration.*

Formulation of the problem. Globalization challenges of modern times and social transformations in Ukraine require deepening and intensification of the processes of transformation of public administration in Ukraine based on the principles of democracy, transparency, accountability and controllability of the public administration system to civil society. In the transformational processes of domestic public administration, it is possible to follow certain trends and directions of changes towards Europeanization of public administration, decentralization of power, introduction of principles of democratic governance and new public administration.

In the modern conditions of state formation, the main emphasis is shifted to the creation of an effective system of public administration of the state, which would contribute to the establishment of Ukraine as a legal European state with a high standard of living of the population, democracy, political and social stability, the development of an optimal mechanism for the functioning of public authorities, based on compliance with modern conditions for the development of the market economy, democratic transformations in society and interaction with the public. After all, the creation of effective public administration in Ukraine is possible only under the condition of a combination of modern scientific research in the field of state construction, law-making and regulatory activities, organizational and management practices, improvement of the state apparatus, material and technical support of its functioning. Bringing the domestic management practice into line with modern trends of global transformation processes of European states will make it possible to obtain a positive result for the functioning of public administration in Ukraine.

The relevance of the research consists in complex consideration and analysis of modern trends of modern trends in the development of domestic public administration and the identification of ways to improve the system of public administration in Ukraine.

Analysis of recent research and publications. The question of trends in the development of public administration have studied in various ways by the following scientists: G. V. Atamanchuk, V. Bakumenko, V. V. Bashtannyka, R,. N. M. Meltyukhova, P. Nadolishnyi, J. Naisbita, O. Yu. Obolenskyi, S. M. Seryogin, Yu. P. Surmin, A. Toffler, S. Udovik, F. Fukuyama, Yu. Habermas, and others. however, disagreements between different approaches do not allow forming a unified etymological vision of the relationship of terms.

The main research material. In order to scientifically analyze the meaning of the concept of "public", it is necessary to refer to the etymology of the word "public". The term "public" comes from the Latin word publicus - public, popular. In the Latin-Ukrainian dictionary, the word publicus is translated as "human's, national, public, state" [1, p. 860; 2]. There is also a definition of the term "public" as open, transparent, public [3, c. 560].

The philosophy of public administration from 24 February 2022 - the date when the Russian Federation began a full-scale invasion on the territory of Ukraine and relentless encroachments on the destruction of critical infrastructure objects of our state, the issue of awareness of the purposeful influence on certain processes in the social system is becoming more and more urgent, taking into account the objective standards and trends that accompany the achievement of certain goals, objective conditions in which the relevant processes are taking place, and their social value and significance.

The real social value objectification of management acquires in the field of reproduction of social living conditions. Therefore, public administration is more effective, the more public goods are reproduced according to available opportunities. At the same time, without questioning the technology of modern public management, it should be noted that such efficiency should not depend directly on the payback of costs for the functioning of the system, but to a greater extent should be related to the guaranteed capabilities of the state to satisfy public needs. In other words, it is important to find a balance between the satisfaction of social needs and the purely economic imperatives of development.

New models of public administration provide for the coordination of the activities of authorities at different levels under the conditions of multi-level administration [4]. According to the new models of public administration, preference will be given to providing such functions as, in particular, facilitating the search for consensus between public administration subjects [5,6].

Within the framework of the concept of human development, a person is not an object, but a subject of the development of society. Based on this, it should participate in the processes that shape the sphere of her life activities, contribute to the adoption and implementation of decisions, and monitor their implementation. At the same time, it is decisive that in order to achieve sustainable development, modern society will have to create an effective decision-making system based on a consensus approach, which takes into account historical experience and encourages pluralism.

Public administration is under the influence of a number of trends and factors of social development. The leading role among them is played by the processes of the external environment for public administration: globalization and its challenges, the transition of modern society to the post-industrial information stage of development, its democratization and human emancipation, as well as the internal drivers of the development of public administration as a sphere of human activity. That, social, economic, political, value, and mental changes are the main prerequisites for the transformational processes of the domestic public administration system, and the most important prerequisite, in our opinion, is the formation of a post-industrial informational and communicative global civilization.

The changes taking place at the current stage in the public administration system are multifaceted, multifaceted in nature. The reasons for these changes are general education, global changes, changes in economic theory, technologies, and in the private and public sectors. For example, the issue of protection of critical infrastructure objects by local self-government bodies, its regulatory and legal regulation is due to the strengthening of threats from the outside world, among which stand out: natural and man-made threats, terrorist and military threats, cyber attacks to which critical infrastructure objects are exposed. Ukraine has not become an exception among other countries of the world, therefore, the presence of these threats determines the relevance of the theoretical and legal study of issues in the field of protection of critical infrastructure objects, which are important for the functioning of society in general and the state in particular. Having identified the causes of transformational processes in public administration, it is possible to characterize the current trends in the development of public administration in Ukraine.

All trends can be conditionally combined according to the selected components of public administration. They act as the most important long-term trends in management development, so the following trends in public management can be identified: trends in changes in subjects of management activity in public management; tendencies to change management objects; changing the goals of public administration; tendencies to change management relationships; change of value orientations in public administration; trends in changing concepts and theoretical approaches to public administration; tendencies towards the Europeanization of the public administration system; trends in the use of the latest technologies in the management process, electronic governance, etc.

Analyzing the trends in the changes the subjects of management, it is worth noting that today there is an acceleration of the process of democratization of power, the use of partnership approaches in decision-making, the development and diversification of forms and methods of interaction with the population, promoting the strengthening of the openness of the government, the participation of citizens in it, participatory methods of interaction with citizens in order to involve them in decision-making. As a result, the subject of management loses individual power in management and becomes a partial subject of the collective subject of public management activity.

We believe that at the current stage of the state's development, the system of public administration is actively changing from bureaucratic paternalism to the representation of territorial communities and the active involvement of non-governmental organizations. The broad involvement of representatives of non-governmental organizations, business structures, pressure groups and civil society in general in the functioning of public administration becomes important, which characterizes the application of the latest concepts of public administration in state-building processes, namely the concepts of "active state, "democratic governance", "new public management".

The practical implementation of the principles of latest concepts of public administration is manifested in the strengthening of the influence on the public administration of civil society, starting from the underestimation of civil society or the paternalistic attitude towards it on the part of the state and its bodies to the establishment of multilateral relations with it on the basis of partnership and cooperation in various spheres social relations. This is a manifestation of the active involvement in the state-building processes of a large number of scientists, businessmen, activists of public organizations as consultants, analysts and advisers, which is caused by intensive processes of development of the professional division of managerial labor.

Tendencies for changes in management objects are traced in the problems of limited resources, which put the transition from resource use to resource creation at the forefront, leading to the transformation of resources from management to its object. The dependence of the management system exclusively on material and financial resources is changing to increasing its dependence on information resources. The role and functions of the state as a regulatory body are being rethought, namely the state seeks to preserve its presence and influence in various spheres of society with simultaneous cooperation and partnership with representatives of public structures.

So that, one of the positive trends in the development of domestic public administration is the restructuring of the public administration system with the aim of improving the interaction of public administration institutions with citizens, providing them with high-quality administrative services in the economic, legal, socio-cultural and other spheres. However, the issues of reforming the system of administrative-territorial organization and public administration based on modern forms of the relationship between centralization and decentralization remain unfinished. Therefore, we consider it appropriate to agree with F. Fukuyama's opinion that "...centralized authoritarian corporations fail for the same reasons as centralized and authoritarian states - they do not cope with the information needs of the world, which are rapidly becoming more complex..." [7, with. 267].

As to the regarding increasing the effectiveness of responding to society's requests during the formation and implementation of development strategies under the conditions of transformative transformations, the need to ensure polycentrism in the process of maintaining a balance of interests of multi-level public administration subjects should be emphasized. It is about the combination of different forms of management due to the use of its more flexible forms, which differ from the traditional ones in that, in contrast to the hierarchical ones, they use the tools of involving various social groups in constructive interaction, dialogue and making political decisions aimed at the search for public consensus.

Tendencies for change the goals of public management can be seen in the shift of emphasis of public management from the process to the efficiency and final result of management activity. The effectiveness of the final result of public administration should provide by a highly qualified management elite, which should be focused on raising its status due to decent wages and informal authority and on the transformation of civil servants into professional employees of a specific service system, oriented to the provision of high-quality management services, the search for effective tools and technologies for combating corruption, abuse of office, violation of citizen's rights and freedoms in the public administration system.

The actual of issues the staffing public administration with highly qualified civil servants, the competence of the managerial elite, its mobility and ability to quickly and effectively make managerial decisions are relevant today. Therefore, one of the most urgent problems of the transformation process of the public administration system is the lack of modern management knowledge among the management elite, the extreme bureaucratization of the processes of making and implementing management decisions, the low level of qualification of civil servants, which is the cause of the modern systemic crisis of society. In this regard, the need for professional and educated managers-managers is becoming more acute as a direct result of the functioning of professional public management education [8].

There is a growing need to change the mentality of civil servants who have to act as public managers. It is impossible not to agree with S. L. Udovik, who, characterizing the current directions of the development of Ukrainian statehood, notes that "it is necessary to radically change the attitude of civil servants.

Modern management practice requires not only a specialist in the field of public administration, but primarily an administrator, analyst, anti-crisis and innovation manager. It is likely that a multi-segment system of professional training of civil servants will be the most promising compared to a single-segment one.

As for the tendencies to change management relationships, they are quite intensively manifested in the transition from a firm hierarchy to horizontal coordinating relationships, the use of the theory of alliances, that is, associative forms of organization and management [9, p. 310].

At the current stage of the development of society, there are also changes in the ratio of centralization and decentralization. There is a transition from formal organization to corporate connections, relationships, organization and culture. Corporate governance acts as a way of organizing social affairs, which makes it possible to establish a balance of interests of all active parties in society, organization, corporation based on contracts, corporate norms and values. Corporatization of public administration significantly changes all its aspects, forces to act in accordance with agreed values, interests, strategies based on compliance with contracts and maintenance of balance sheets.

The general principle of conflict resolution under the conditions of consensus democracy is to focus on compromise, and not on adjustment and subordination to a more influential subject of social relations. Understanding that the cause of all problems in society lies in the inability to reach a consensus, in the process of interaction, various interests will be reconciled and balanced. So this will lead to a public consensus, and will form a stable social partnership.

Therefore, consensus is definitely the best way to make decisions - if only because it is the only way the problem can be solved in the most civilized way, although not always definitively. If the decision reflects only the position of the majority, in the future it needs to be unconditionally implemented by the entire majority, which is dangerous because it gives grounds for revising the decision in case the configuration of the majority changes.

Social consensus should be one of the highest values of the welfare state, which, by definition, is meant to serve human and citizens. The essence of this value is the opportunity for everyone, without exception, to develop freely as a person, which provides society with sustainable development. Based on this, consensus is one of the main conditions for the formation of civil society and an imperative for its successful functioning. The ultimate goal of civil society formation is to achieve its sustainable development, which is closely related to the establishment of civil peace, harmony and understanding based on social consensus [6].

Management functions in public administration are also subject to transformational processes. Planning, motivation and coordination, rather than control and organization, is the first priority, the transition from governance to regulation, deregulation and self-regulation, from action to mediation, there is liberalization of control, addition of self-control and control from the side. So, today public administration is characterized by a transition from the concentration, accumulation and use of resources to their distribution and creation, from an orientation on the development of invested resources to an orientation on efficiency and results, the transition from program-target to project-program-target management, which involves the development of a complex of coordinated projects and development programs of the main subsystems built on the basis of anti-crisis, sustainable development [10]. There is also a transition in the activities of public authorities from a closed system of management decision-making to transparency, accountability and control by civil society in conditions of increased public administration.

Realization of the public good requires maximum openness, agreement with public opinion, and consultations with the public. There is also a tendency to increase the importance of the function of providing social services, which will cause a reorientation from the direct provision of services to the population to the organization of partnerships in meeting the need for services, from providing a range of social services to ensuring their quality improvement. Besides, the process of transition from administrative management to a complex combination of organizational-administrative, information-analytical, social-service and public-communicative management is promising. Some authors emphasize the need for management and conceptual-strategic activity [11, p. 102].

The trends of change value orientations in public administration are characterized by a change in emphasis from consideration of the state and state authorities as the prevailing ones to the recognition of man as the main subject of public administration and ensuring the well-being of the citizen as the main goal of public administration. In addition, there are significant changes in the relationship between the manager and the subordinate in the aspect of involving the latter in making management decisions, treating him based on the principles of the theory of human capital. Significant is the development of relations of public administration with influential groups of society, such as public organizations, opposition structures, business environment, which require considerable efforts to establish fruitful cooperation and communication for the adoption and implementation of public administration decisions. Moreover, the transition from the concentration of the main resources on the adoption and implementation of management decisions to the concentration of the main efforts on the implementation of social dialogue, agreements, and communication with civil society can be traced.

The main trends in changing the concepts of public administration will be the development of theories of management from the position of the so-called “breakthrough”, that is, the rapid advancement of the management system to its own recovery and the recovery of the management zone in order to overcome crisis and stagnation processes and ensure the country’s leadership.

In modern public administration is moving from the ideology of administrative management to the complex unity of ideology of organizational-administrative, informational-analytical, social-service and public-communicative management. There is an active search for not only applied theories of public administration, but also a general paradigm of public administration, which will serve as the ideological and philosophical basis of modern administration. Of course, the borrowing of foreign experience and the introduction of certain public administration aspects into the practice of domestic public administration is possible only with a thorough study of the national features of the development of the public administration system and the identification of the correspondence of its development with the achievements of world public administration science and practice.

On our opinion, positive trends are being followed in the processes of gradual improvement of the model of public administration; formation of effective organization and activities of executive authorities at the central, regional and local levels; reforming local self-government and creating self-sufficient territorial communities capable of effectively solving issues of local importance; processes of redistribution and demarcation of competencies and powers of public authorities; reforming the territorial organization of power based on the principles of economic expediency and social necessity; processes of reforming and modernizing the civil service and service in local self-government bodies for the creation of a highly professional and politically neutral public service based on the introduction of a new ideology of the functioning of public authorities as an activity, the main purpose of which is to ensure the realization of the rights and freedoms of citizens, the provision of high-quality administrative services, ensuring transparency, transparency, openness in the activities of public administration bodies and institutions [12]; intensification of the processes of preventing and countering corruption thanks to the creation of relevant anti-corruption bodies; use of modern information technologies in the public administration system; implementation of electronic governance in the activities of public authorities.

As part of the transformation of the public administration system, a positive trend is noted regarding the effective processes of power decentralization and the formation of a new format of balance of relations between the central state administration bodies and the newly formed territorial administration bodies. After all, considering the decentralization of public power as a process of redistribution of powers and scope of competence between the central and local levels of the organization of public power with a shift in the emphasis on local implementation, we note that local self-government, being the level of public power closest to the citizen and best acquainted with everyday problems of life activity of residents of territorial associations, can provide the population with a wide range of public services. The improvement of the regulatory and legal framework for the functioning of local self-government and the implementation of the reform of decentralization of power contribute to the formation and effective functioning of united territorial communities, as voluntary associations of residents of several different villages, towns or cities in one administrative center, with the aim of independently determining the directions of territorial development community, the formation and management of financial resources of the budget of the OTG, the creation of centers for the provision of administrative services to the population and effective resolution of issues of local importance.

Decentralization is one of the important directions of the development of public administration in Ukraine, because it refers to the transfer of power from the center to local self-government bodies, the definition of a mechanism of interaction between them, which allows better resolution of issues of local importance at the level of the territorial community by its representative bodies. At the same time, decentralization should not turn into deconcentrating of power, redistribution of powers within the vertical of executive power, its transfer to local executive bodies. Instead, decentralization of power is the transfer of decision-making rights between central authorities and local self-government. It is on the ground that the authorities should, taking care of the interests of the respective territorial communities, effectively solve issues of a local nature [10].

Conclusions and prospects for further research. We conclude that the need for changes in the domestic system of public administration, caused by the challenges of time and the globalization changes of the modern information society, should be based not only on the fixation of new management trends, but also on the comprehensive consideration of the experience of the functioning of the public administration system and the achievements of foreign states.

We believe that further ways of improving the public administration system in Ukraine should be based on the step-by-step processes of completing administrative and administrative-territorial reforms, introducing electronic governance into the activities of public administration bodies, and further completing the constitutional reform in terms of decentralization of power, which involves the transfer of real powers to local authorities self-governance, reforming the public administration system on the basis of comprehensive consideration of the experience of the functioning of public administration systems in foreign countries, the application of the latest concepts and management directions, taking into account the civilizational trends of the development of society.

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PEDAGOGY AND PSYCHOLOGY

PEDAGOGICAL DESIGN AS A PERSONALITY-ORIENTED DIRECTION OF STUDENTS EXTRACURRICULAR WORK

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Annotation. *In modern education, the introduction of innovative pedagogical technologies, in particular personality-oriented is an important condition for providing quality training for future professionals. It was found that the project method was developed by leading scholars of the past and present, who devoted their work to highlighting the didactic aspects of project activities. The article reveals the importance of implementing the project method as a personality-oriented direction of extracurricular activities in the practice of educational activities of educational institutions. It is proved that modeling and design become effective learning technologies that direct students to conscious activities and provide for their professional development.*

The application of the project method contributes to the implementation of certain pedagogical tasks facing teachers, the value of project technology lies not so much in the results as in the process of obtaining these results.

Project activity is a productive developmental educational environment for the formation of students' leisure culture.

Keywords: *design, pedagogical design, project, project activity, design stages, project activity, project technology, project method, students, extracurricular work.*

Design as a personality-oriented direction of students' extracurricular work. During reforming systems higher education Ukraine one of the main tasks defined Laws Ukraine «About Education» and «On Higher Education», Decree The President Ukraine «About basic directions reforming higher Education in Ukraine», National Education Program (Ukraine of the XXI Century), Concept pedagogical education, National doctrine development education in Ukraine in the XXI century speaks mastery students of higher educational institutions by methodology independent creative scientific and practical activities, as well as basics innovative activities. In Conceptual on the basis of development pedagogical education Ukraine and its integration into the European one educational space is underlined necessity security professional and personal development the future teacher on the basis of personal pedagogy.

Among tasks improvement educational process higher educational foundation priority speaks – to develop concept innovative models higher education with a purpose design educational environment for the person-centered approach to student and assistance to the organization his independent and individual educational activities (forms, methods, techniques, technologies higher education studies that are aimed at on results training (externally-oriented) and oriented on student (in the center of which is student).

Today effectiveness higher education it is determined not so much a quantitative indicator mastered in the process training and education knowledge, skills and abilities, how much readiness of high school graduates to conscious active and independent activities that would allow to determine and to realize on practice certain pedagogical tasks that are not have analogues. In our time realization of these tasks most often associated with the use pedagogical innovations. Exploring evolution this method in the works of N. Morse, S.Petrovsky, it should be emphasized that elements personality-oriented project activities we find in the outstanding ancient Greek philosopher Socrates, who longed to bring especially fruitfulness of the task of «self-movement», self- improvement and saw goal education in study of personality alone by itself and perfection own morality. The concept of «self-organization personality has become one of the key in personality-oriented pedagogy» [1, p. 15].

Basically, pedagogical concepts John Dewey is lying formation of the pupil appropriate practical skills designing and solving life problems. Nominated by John Dewey and Wallace Kilpatrick ideas for the first time fully implemented in the method projects [2]. The term «project» as pedagogical category in the USA for the first time used D. Snedzen, Head of the Department of Rural Education. During the 20s of the XX century US scientists and some countries Europe «Method projects» was identified with:

– any appropriate educational activities accordingly to interests and vital needs;
– constructive alternative educational systems;
– rational by means of implementation of human -centered principles pedagogy

Russian pedagogical encyclopedia to interpret method projects as a «system learning, in the process which are acquired knowledge and ability to plan and execution certain task projects» [3]. That is, it is pedagogical the method he has for goal no integration actual knowledge, and their practical application in stand- single work and creation conditions for acquisition new.

Among the latter innovations more prominent place takes method projects, research which dedicated works by P. Andrukhovets, M. Bondar, S. Sysoeva, I.Yermakov , G. Volchenkova. Method projects for is essentially a personality -oriented activity of the student, and his important the characteristic is humanism, attention and respect to personality.

In modern scientific and methodological works is put forward concept – «design» and «activity», «projective» study material.

Analyzing meaning research works and activities on basics method projects, A. Savenkov indicates on their difference and falls interpretation the term «method projects»: The method that provides composing clear plan conducting search engines work, formulation and understanding set problems, production hypothesis and their verification accordingly to plan. So, the method projects allow the subject to deliver problematic task, to suggest ways of its decision, to foresee results work, justify his practical necessity and minds implementation.

Advantages application method projects are: development initiatives; training to planned work, do taking into account all kinds of difficulties; formation of the ability to calculate their strength in the process extracurricular works; interest to independent works; interaction participant's educational process.

Rethinking in the modern pedagogical science understanding essence method projects allows offer different definitions, namely: «Design - a special type of intellectual activities, characteristic feature which is promising orientation, practical direction research» [4].

«Method projects - method organizations pedagogical process, basis which is the interaction teacher and pupil between himself and his ex-environment under time implementation project - step by step practical activities to achieve set tasks» [5].

In scientific works of various researchers, the term «project» is used in several meanings:

– as a design activity;

– as materialized product such activity, which appears in the form of expanded solution of any problems material, social, historical, scientific research the character that the pupil determines independently;

– as special form organizations communicative-cognitive activities as a way organizations speech and speech material.

In this meanings project possible considered as a system communicative task, (design).

We used method projects as one of the methods organizations extracurricular works with students.

Innovation is this yes topical significant and systematic self-organized neoplasms that arise through diverse initiatives and innovations stand promising for evolution education, positive influencing for its development, as well as on wider development multicultural space.

Project technology is in contact with other pedagogical technologies, as its historical roots are problematic training, basically interdisciplinary projects to lie down integration training, and games forms collective activities are the consequence interpenetration with interactive technology. Unconditional remains fact, which is the basis given technology is personal experience, therefore, of course, its origins considered personality-oriented education. For According to N. Matyash, «the project is pragmatic orientation on the result that is possible to receive at the decision of this or that practical or significant theoretical problems to see and realize and apply in practice activities» [5, p. 44].

Classic approach to step-by-step organizations creation project is considered provisions J. Johnson about the process design in its own way development goes through three stages: divergence (expansion between project situations with a goal security enough great search space way solutions); transformations (creation of principles and concepts); convergence (choice of the optimal way solutions from the aggregate alternative) [6].

O. Kobernik determines project activity as a specific type of activity, directed on creation significantly new products that are the result creative search efforts of personality or team.

For According to O. Kobernik definition, «design is creative, innovative activity, such as always directed on creation intellectual or material products that have objective and subjective novelty, personal and social significance» [7, p. 112].

O. Kobernik justifies that project activity is conditioned spiritual, cognitive, material and professional motives and contributes to the formation of business culture communication, argumentative skills to protect their own positions, to think and act originally; develops creative imagination, which is powerful stimulus birth new ideas, search alternative decisions; strengthens the physical health and mental state [8].

L. Orshansky to prove that single use technological approach that rests on regularities and principles of education, upbringing and development personality, based on clear criteria, diagnosis, forecasting, control and adjustment achieved results, determines dynamism processes formation intellectual, moral, social traits, professional qualities and competencies of student.

For modern minds project activity of students of higher pedagogical educational institutions became important warehouse preparation future teachers and solves the following assignments in the extracurricular time:

– raises the quality level professional preparation students;

– creates conditions for formation creative and active personality the future the teacher; forms high level communicative culture of the student; forms in students experience to accept non-standard solution.

Principled product pedagogical science the beginning of the XX century became awareness needs in didactic security process awakening subjective potential personality and acquisition its needs in the system self-development. Period transition from traditional to project activities (as a component innovative approach in education) distinguished necessary in the review and reforming traditional educational models on the way to nurturing young, capable on active role in life and solutions the most difficult problem today. What a special environment preparation specialist in higher education researchers called different technologies training:

– games (V. Denisova, M. Kagan);

– programmed training (E. Mashbits, I. Robert);

– modeling (V. Bespalko , B. Gershunsky);

– project education (G. Ilyin, E. Kryukova, N. Pakhomova etc.);

– problematic studies (A. Matyushkin , M. Makhmutov , V. Denisova , M. Kagan, etc.);

Familiar teacher V. Sukhomlinsky repeatedly emphasized that pedagogy has to acquire the function of a designer science and that « ... the design and creation of a person capable to become active by force public development both today and in the future – this most importantly task schools and every teacher in particular» [9, p. 328]. For implementation this practical task activities teachers have to use psychological knowledge about personality, implementing technological approach in educational processes.

For According to Z. Abasov, «technology that develops certain principles and rules, constructs educational process through a clear sequence procedures directed on achievements guaranteed the result [10]» . Design, for definition of G.Sazonenko, – this scientifically justification definition systems parameters the future object or qualitatively new state existing project , prototype , prototype predicted or possible object , state or process in conjunction with methods his achievements.

Similar interpretation M. Smulson submits: «Design is a general science term that indicates on organization and reorganization of any object or process». That is, technology design predicts use method projects for construction of course object or process that determines relevant activities - project and design.

If you turn to leaks this method proposed by J. Dewey, then possible to trace compliance of the original principles with the present understanding phenomena design. And though general approaches J. Dewey stayed immutable, probably their rethinking all the same happened. Yes, no one of the first places in the project methods to go out thesis about that activity, to which involved personality becomes more effective if it defenses her independently, however, in contrast to the original understanding given thesis, educational activity no suffers from this, and on the contrary, becomes more interesting, research [2]. In the current project technologies can be found in the world-famous systems Dalton Plan (Helen Parkhers, Maria Montessori) that reminds project activities and promotes development independence and responsibilities in the process educational work, but essentially loses design for level problem-searching and creative orientation.

As you know, in the process implementation project (as a variety project activities) knowledge no only acquire special strength and awareness, but also associative associated with the received satisfaction that stands up stimulus (post office) to new search. Search, in your own turn, causes new associations, new projects. Education has to include not just a set of acquired theoretical knowledge, but also to combine knowledge, skills and abilities that extracts personality during all life and which help to solve life's problems.

In the works of many scientists is being investigated aspect use method projects for review for children's activities and students, therefore necessary to draw attention on terms «project» training «and» project activities».

Activity - work or actions of people in any field. Accordingly, it is possible to do conclusion that project activity is work in the field design, that is yes form implementation planning, forecasting, creation predicted object that connects two directions education: humanitarian and technical. Otherwise saying, - this organization of (relevant) activities schoolchildren (independent construction action plan in time research problems or creations own creative product, project) and projective activities teacher that gives I can to ensure the success of educational process on basics use method projects as the dominant type of activity during study separate topics, problems etc.

After analyzing conceptual device, we believe for appropriate use terminology: method projects - technology design (based on method projects) - project (development) project students and simulation educational process teachers) activity - organization proective (or projected training, that is creation future teacher's educational conditions for students to acquire skills search optimal solutions topical problem today.

That's right act, in all their own spheres manifestation design understood as prognostic, anticipatory form human activities that directed on reflection and creation really existing object.

Speaking about formation project activities, it is necessary to distinguish stages formation this direction in the modern pedagogy. The first stage unconditionally was characterized definition of the essence of the concept of «pedagogical design», which on his time in pedagogy associated with the manufacturer and engineering terminology: construction of the content of education, project, the project activity of the teacher.

Already in the 90s of the XX century begins technologically comprehension pedagogical design. In this period is happening revaluation production the nature of this activity and isolating it separately branch. Emphasize practical aspect activities yes scientists like V. Davidov and Y. Gromyko. They are indicate that modern education is a union design and programming, therefore that they create, develop, shape and create new, yet non - existent systems practices education. At the same time, they scientifically substantiate creation new systems that are fundamentally different from existing ones. So, this one period determined wide technological using project method for creation projects.

On modern stage development problems project activity in quality of working concept considered as practice-oriented, directed on technology and motivation educational process to allow to assert about yes organization educational process, as it were determined achievement final planned educational the result. Conditionality this approach it is determined social, economic and educational request society.

That's right thus, three periods formation pedagogical design distinguished themselves definition new approaches, content, structure and various aspects of this phenomena that allowed us today to consider design as a structural element integral pedagogical system.

Technical leaks this concept combine with the essence pedagogical, as - that forecasting. Similarity data definitions will no to speak about their identity, in particular each of them has their own individual signs. Forecasting has on goals Predictions final purpose, and design, in its own turn, construction project, that is practically application.

Besides, very much often design identified with planning, however, as noted by V. Kraevsky and I. Lerner, «the project is individual representation teacher about own future activities ... Not all elements so representation they can and should join the plan. Part of it information remains in his pedagogical testimony. Design, end in the end, only in the end the results find own incarnation (moreover incomplete) in the plan».

Comparing direction activities project Technologies with problem-solving, programmed and cooperative some scientists claim about quite close level orientation, methods activities. However, clarification requires he fact, which is the basis problematic technologies to lie down a special kind of cognitive activity, motivated problematic opposition known and unknown that has on goals activation process cognition and comprehension new. In that time as projection predicts system use skills and abilities of the researcher and organizational work to achieve goals project. That is in contrast to the problem-search method, the opposite connection between theory and practice in the project training supported by account permanent problematic search engine interest.

Growth popularity experience management of the «method projects» in different countries Europe during the last one time influenced on increase number of different approaches to interpretation its essence. We stop on a number of obligatory criteria requirements developed scientists, do projects activities:

– availability educational problems, complexity and topicality which answers educational I ask and vital needs students;
– research character finding solutions of problems;
– structuring activities accordingly to classic stages design: modeling conditions for detection student's problems, its formulation, research, search for solutions, expertise and approbation versions, constructions final project (or his options), his protection, correction and implementation;
– amateur character creative activities students;
– practical or theoretical (but in any case, applied) meaning the result activities (project) and readiness to application (implementation);
– pedagogical value of activity (students extracted knowledge, develop personal quality, master necessary ways thinking and actions) [11].

In our opinion, we should also weigh on semantic part project, which must be clear structured, algorithmic, more often with designation step by step results, therefore only for minds the presence of all the above sign possible to speak about project as a method constructions educational process (for separate except for certain stages they can to change).

On the beginning development project technologies, for basis which it was taken problems situation, W. Kilpatrick identified five varieties projects:

– productive labor - related project;
– consumer (the goal is consumption in the broadest sense understanding, including entertainment): preparation excursions, development and provision of various services, projects solutions problem life support of course team;
– project solutions problems (research project);
– project-exercise (projects learning and training for mastering certain skills) [11].

This classification is based on characters activities participants technologies design: physical work - labor and design activity; of reason work - research, research activities; development activity - acquisition of skills and abilities on basics executed exercise; social-role activity - preparation to public relations; professionally directed activity - solution problem in a certain industries science.

Depending on the conductor signs activities underlying its project today distinguish projects today:

– For warehouse participants project activities: individual; collective (pairs, groups).

– For character affiliate interactions between participants proactive activities: cooperative; wrestlers; competitive.

– For to the extent implementation interdisciplinary connections: mono-subject; interdisciplinary; extracurricular (extracurricular).

– For character coordination project: direct (rigid or flexible); hidden.

– For duration: short; long; long-lasting.

– For the goal and character project activities: informational; introductory; artistic; scientific research; structural etc.

– If previous classification foreshadowed detection leading signs activities, then classic Ukrainian pedagogy Gregory Vashchenko, feeling that generalizing the trends of the epoch, he differentiated methods training for the role he plays student in educational processes [12].

Named classifications are not complete because characterize projects only for one of the signs - educational purpose, basically which to lie down psychological and pedagogical aspects development personality.

So, today project is didactic by means of activation scientific research activities students, the development of their creativity and at the same time formation specific qualities personality.

In our opinion, the definition technologies training, given by M. Bershadsky and V. Guzeev, the most complete covers all the presented above didactic components. This concept is characterized authors as «a system that consists of:

– models initial state a student who is needed take into account for implementation technological process;

– some diagnostic and operational representation planned results training; models final the result;

– means diagnostics current state and forecasting trends the nearest system development (monitoring);

– set models training;

– criteria choice or constructions optimal models training for data specific minds;

– mechanism feedback that provides interaction between data diagnostics and choice models training, appropriate received by data» [13, p. 31].

Within of ours research accounted for characteristics process formation projective competencies of student's pedagogical universities, were taken to attention requirements external minds organizations this process (diversity subjects' professional preparation, high temp assimilation new knowledge) and age features students (active and independent character mental activities, the need for high quality professional preparations). The result choice technologies training, adequate indicated criteria, there is technology project activities.

We start from what technology project training is optimal for implementation extracurricular work in higher education pedagogical to the teacher foundation.

Conducted analysis project activities allowed let us assume that it is productive developmental educational environment formation of leisure culture students. Note that during the formation projective competencies of higher pedagogical students educational institutions some signs projects are invariant: it is necessary that orientation on the content of the future professional activities it was one of the goals project activities; all projects must be determined collective character professional works, therefore to be group; weighing on requirements to organizations process professional preparation students in higher education pedagogical to the teacher institutions, projects, no must be long-term; as a result previous the situation is internal projects.

So, technology design, as well as any the other pedagogical technology has its meaning and purpose, general tasks, didactic methods, predicts species classification projects, psychological and age features of their use, stages process design.

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METHODOLOGY AND INFORMATION FORMATION OF PROFESSIONAL COMPETENCY OF THE SPECIALISTS IN THE SYSTEM OF POSTGRADUATE EDUCATION

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Annotation. *The article deals with the peculiarities of the formation of professional competence of specialists in the system of postgraduate education. Identify the advantages and disadvantages of this process, as well as the methodical features of implementation. The state of formation of legal, labor protection and economic competence and the factors influencing it are analyzed.*

Keywords: *undergraduate education, professional, competence, competency formation, continuous education, adult education.*

Introduction. Transformational changes in the early twenty-first century. in society and in the economy caused by the rapid development of technologies, in particular information and communication, require significant changes in the approaches to training, retraining and professional development of workers in all sectors of the Ukrainian economy. After all, in the education there was a change in the paradigm from “learning for life” to “lifelong learning”.

According to V. Oliynyk, in all the developed countries, the problems of training specialists, improving their qualifications and retraining are defined as priority, since they determine the economic and cultural development of any state [1].

The growth of the value of the postgraduate education of specialists is explained by the following reasons:

- enhancement of the qualification level gives the employee an advantage over others, in particular in career growth;
- qualification improvement affects the salart level;
- growth of the qualification level gives the opportunity to perform the work qualitatively, this increases the value of such an employee for the enterprise.

Taking into account the constant expansion of the functional duties and tasks of the specialists, the need in creative solution of the professional problems, the issue of search and improvement of the methodological approaches to the process of training in the system of postgraduate education of employees is urgent as it promotes the formation of a competent, responsible and competitive mobile specialist.

In addition, the existing contingent of students in the advanced studies system is extremely heterogeneous, as it involves those who have recently graduated from the educational institution and those who acquired the profession two or three decades ago. All this requires the development and substantiation of the scientific approaches to the functioning of the system of postgraduate education based on a competent approach.

Basic part. The professional training of the future specialists in higher education establishments today is the subject of numerous scientific studies. Most of them hold the opinion that the target of the university education is to provide future specialists not only with systematic knowledge about the future professional field of activity, its specific features , but must form personal qualities of a specialist in order to form its competitiveness in the labor market. There exists a number of developments on the problem of professional competenceformation in the process of training specialists, but the problem of the advanced training, applying the requirements of the competency –based approach remains beyond the attention of scientists.

The peculiarities of adult education, professional growth of the specialists in the process of the advanced training in the system of postgraduate education are considered in the studies of such domestic and foreign scientists as S.Vershlovsky, V.Vityuk, M.Voytsekhovsky, V.Gravit, A.Glazyrinaa, M.Gromkova, L Danilenko, A. Zubko, V. Evdokimov, N. Klokar, L. Lyahotskaya, V. Maslov, L. Naboka, L. Nikolenko, V. Oliynyk, M. Romanenko, L. Pokroeva, N. Protasova, V. Putsov, V. Rusol, V. Semichenko, T. Sorochan, I. Titarenko, A. Chernyshov and others.

Postgraduate education, as stated in Article 60, paragraph 1 of the Law of Ukraine “On Higher Education”, “is a specialized improvement of the education and professional training of a person by deepening, enlarging and updating his professional knowledge, skills and abilities according to the specialty, or obtaining of another profession, scientific degree or specialty on the basis of the acquired earlier educational level and practical experience” [2].

According to the decree of the Cabinet of Ministers of Ukraine, postgraduate education, which includes postgraduate training, postgraduate studies , doctoral studies, advanced training and retraining, is intended to provide the deepening of professional knowledge, skills in a specialty, obtaining a new qualification, a degree or obtaining a new specialty on the basis of the existing educational level and the experience of practical work [3].

In the conditions of Ukraine’s integration with the European Union, there appeared certain differences in the system of postgraduate education as the understanding of postgraduate education in our country differs considerably from the already known foreign concept of “postgraduate education”. Thus , the Art. 18 of the Law of Ukraine “On

Education" stipulates: "Adult education, which is a component of life-long education, is aimed at implementing the right of every adult to continuous education, taking into account her/his personal needs, priorities of social development and the needs of the economy" [4]. Accordingly, postgraduate education, as well as vocational training, retraining and / or advanced training, continuing professional development and others are the components of the adult education.

Postgraduate education, in accordance with the Law of Ukraine "On Education", provides the acquisition of new and improved competences previously acquired on the basis of the obtained higher, professional (vocational) or professional advanced education, practical experience and includes: specialization - specialized training for the purpose of acquiringby a person ability to perform tasks and duties that have special features within the specialty; retraining - education for adults, aimed at vocational training with the aim of mastering another (other) profession (professions); advanced training is the acquisition by a person of new and / or improvement of the competences previously acquired within a professional activity or field of knowledge; internship - acquiring by a person practical experience in the performance of tasks and responsibilities in a particular professional activity or field of knowledge [4]. That is, the main goal of the postgraduate education is to privide the continuity of the educational process to implement the concept of "lifelong learning".

It should be noted that the person who has undergone retraining and successfully passed the state attestation receives the relevant document on higher education, and the person who has successfully completed internship or specialization or has expanded the profile (improved qualification), receives the relevant document on postgraduate education. At the same time the most popular educational service in the field of postgraduate education in Ukraine remains the obtaining of the second higher education on the basis of the first specialization. The peculiarity of obtaining a second higher education on the basis of postgraduate education is the following: if the new chosen specialty is close to the previous one, in particular, the first education is a financier, and the second is a manager, then the bachelor's degree, due to the accreditation of the prior learning , can be obtained in 2 years.

Postgraduate education in English-language educational institutions is defined as "postgraduate education" or education obtained after obtaining a first degree, ie a bachelor's degree. Postgraduate education in the sense of postgraduate education means getting a Master's degree (MA, Master of Arts) or Doctor (PhD, Doctor of Philosophy). Thus, it does not refer to postgraduate qualifications as formal extension of skills within the framework of the received profile, or retraining as interpreted by Ukrainian law, although the Law of Ukraine "On Higher Education" also allows that, after undergoing retraining, one can get " corresponding document on higher education"[2]. However, such a Ukrainian interpretation of "rostgraduate education" does not comply with foreign law.

Such postgraduate education programs are particularly popular in the United States and Canada, because they allow for a relatively short time (1-1.5 years) with a relatively low cost of education, compared to a postgraduate certificate (PGD) or an Postgraduate Diploma (PGC) , with whom it is possible to get a job [5]. But, it should be borne in mind that, having a master's degree, you can apply for a higher post.

An analysis of the level of personnel development shows that in Ukraine, workers in all industries increase their qualifications on an average every 10-15 years (in developed countries every 3 to 5 years), and, according to the researcher O.Kocheymovska, if such a tendency remains the requirements of national labor market in qualified personnel will be met in the near future only by 35-40% [6].

The main problem of postgraduate education in Ukraine is that, in accordance with the current legislation, there are no clear norms and criteria regarding the main forms of postgraduate education despite the growing demand. Therefore, there exists numerous options for advanced training. Postgraduate education or retraining can be received on the basis of separate divi9sions of universities (branches, departments, institutes, etc.) or in special scientific methodical centers. The relevant units exist directly in organizations and enterprises.

However, according to the results of the research, carried out by the National Academy of Pedagogical Sciences (NAPS) of Ukraine, enterprises do not show a desire to teach new professions in production according to their own requirements, transfering its organization and funding on to the state or municipal institutions. Only 3% enterprises of heavy industry are really ready to participate in improving the vocational training of workers. The greater part of the companies offer advice on improving curricula (17%), and small minority of the companies are ready to provide financial assistance (1% of the enterprises). The least readily participating in the training Export-oriented enterprises of heavy industry demonstrate the least readiness to participate in the training of their staff [7].

In particular, in developed countries of the world, the legislation establishes a partial financing of the personnel development at the expense of the enterprises. In France, enterprises allocate 17.96% of their profits, in Austria - 22.26% , in Germany there exists a two-channel financing system (55% of public funding and 44% of private spending on general funding for vocational education and training) , besides, in this country a system of dual education is established, which is an effective mechanism for maintaining the balance in the labor market [6].

Among the main disadvantages of the regulatory - legal control of postgraduate education N. Vapnarychuk menions the following:

- unsystematic character of legal support, a huge number of changes and additions;
- internal contradictions in the regulation of many issues of training and advanced studies;
- insufficient scientific validity of the regulatory - legal acts, their declarativeness, lack of reference, absence of the machanisms of the acts implementation;
- absence of the state program of normative-legal support development and determination of priority in the adoption of the correspoding acts;
- lack of a comprehensive program for the development of retraining and

advancedstudies of the employees [8].

This list should include the absence of criteria for selecting the content in a particularbranch of industry, recommendations for filling the advanced studies courses to improve the qualifications of the individual groups of specialists, methods for the assessment of the professional competence for the analysis of the effectiveness of certain activities, aimed at improvement of the skills of employees in the system of postgraduate education.

A namber of pedagogical studies have shown that the specific features of adult education affect not only the selection of content of training, but also the forms and methods of training, the organization and management of the educational process, which should be taken into account in the process of organization the advanced astudies of specialists. Only developing and taking into account the aforementioned aspects we will have the opportunity to improve the effectiveness of the employees training, and thus affect the results of their professional activities.

The peculiarity of the formation of the content of training in the system of the advanced studies of specialists is that it must be selected so as to be concentrated on the development of the cognitive sphere of employees, updating and significantly expanding their previously acquired knowledge of professional and related disciplines, studying new effective technologies for organizing activities in a particular industry, generalization and introduction of world experience, as well as the ways of applying the acquired knowledge in its practical activities.

The basis of the formation of the content of training in the system of the advanced studies of specialists should be the principles of andragogy, outlined in the works of S. Sysoeva:

- an adult who studies, relies on the possibility of rapid application of knowledge, skills and abilities acquired in the process of learning;
- learning activities of the adult are largely determined by the time, spatial, as well as common, professional, social factors that inhibit or facilitate the learning process;
- an adult learning process should have the character of a joint activity with a teacher at all the stages of learning: planning, implementation, evaluation, analysis and correction [9, p. 30].

If we appeal to the experience of constructing the system of the advanced studies of pedagogical workers, which has been developed and worked out (annually in the institutions of postgraduate pedagogical education up to 100 hundred thousand teachers , which amounts 20% of all teachers, upgrade their skills [10, p. 7]), then there exist such ways of forming the content:

- the content of the advanced training is fully formed by the institutions which realize the program of the advanced training. Developers of the advanced training programs include in the curriculum the material that is unknown to the teachers and is necessary for them (on the subjective opinion of the course authors);
- the content of advanced training is developed in accordance with the orders of the teachers who plan to study in this system and can clearly determine their educational

needs;

- the content of advanced training is formed by the joint efforts both of those who teach and those who study, and both sides can be considered as the "co-authors" [11].

In general, these means of forming the content of training in the system of the advanced training of specialists of other specialties can be used in case of the corresponding methodical substantiation.

The generalization of research materials on the implementation of a competence-based approach to education was the adoption in 2006 of the European Reference Framework for the key competences for lifelong learning which contains eight key competences: communication in the native language; communication in foreign languages; mathematical competence and basic competencies in the field of science and technology; digital computing competence; social and civic competence; initiative and entrepreneurship; cultural education and expressiveness [12].

Despite the direction of professional training, the graduate must have the economic, legal and labor protection competencies, formed at the appropriate level for the professional activity. However, specialists who have studied in higher education institutions prior the implementation of a competent approach are in a losing position, as compared with current graduates. In this case, the postgraduate education of employees is necessary.

To determine the state of formation of economic, legal and labor protection competencies of workers who will receive a second higher education, we conducted a qualifying experiment. The levels of development of these competencies were assessed using a set of criteria (cognitive, target, practical, personal, productive) and indicators that are determined on the basis of scientific substantiation both theoretically and in practical terms. To assess the state of development of economic, legal and labor protection competencies of specialists in technical specialties we use the three-stage scale (initial, medium, high levels of development of competence), which, in our opinion, is relevant to the specific character of the studied object .

Altogether 387 people who will receive a second higher education, took part in the qualifying experiment. Respondents were divided into three groups according to their professional experience (Group I - work experience up to 10 years, group II - work experience of 10-20 years, group III - work experience more than 20 years). Experiment results are shown in Fig. 1-3.

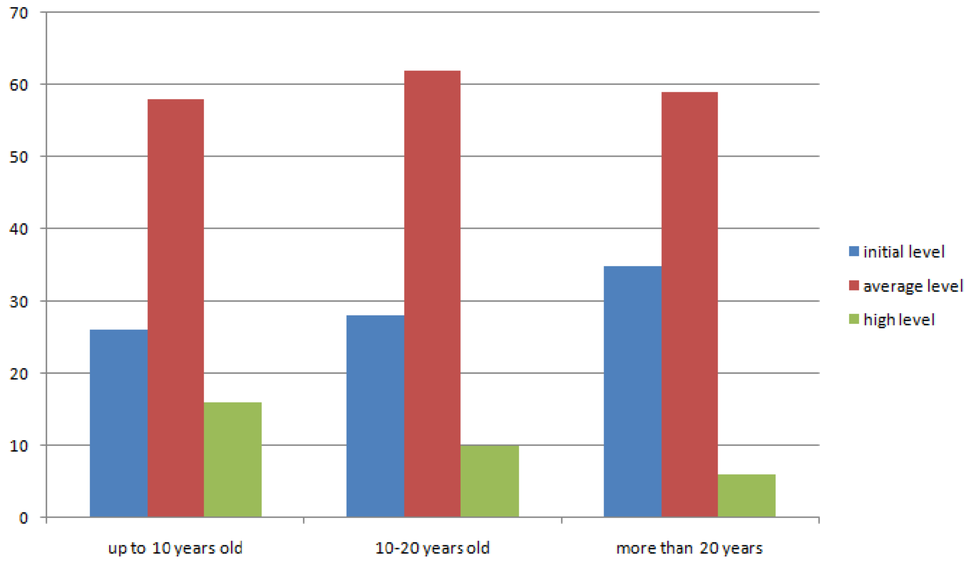

Fig. 1. Levels of labor-protection competence formation

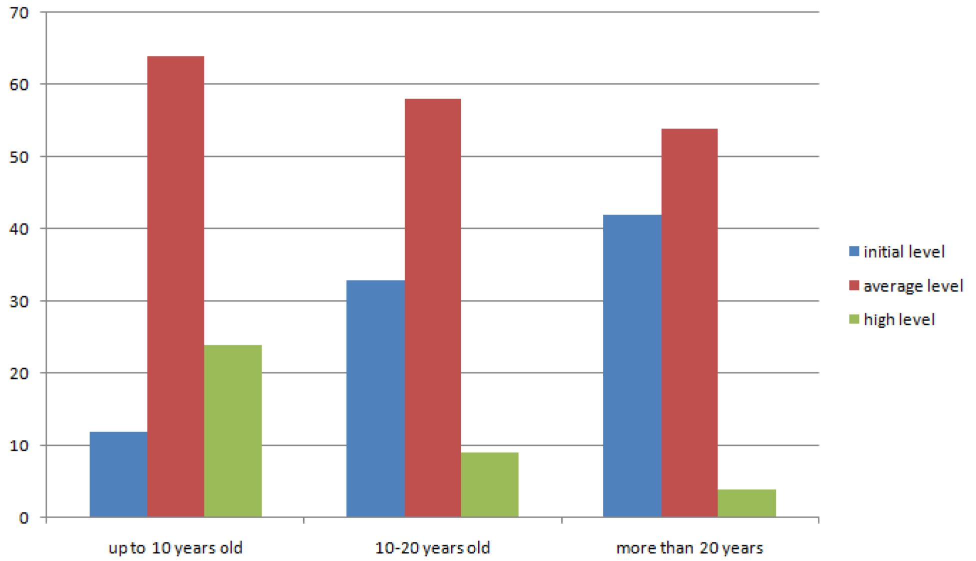

Fig. 2. Levels of legal competence formation

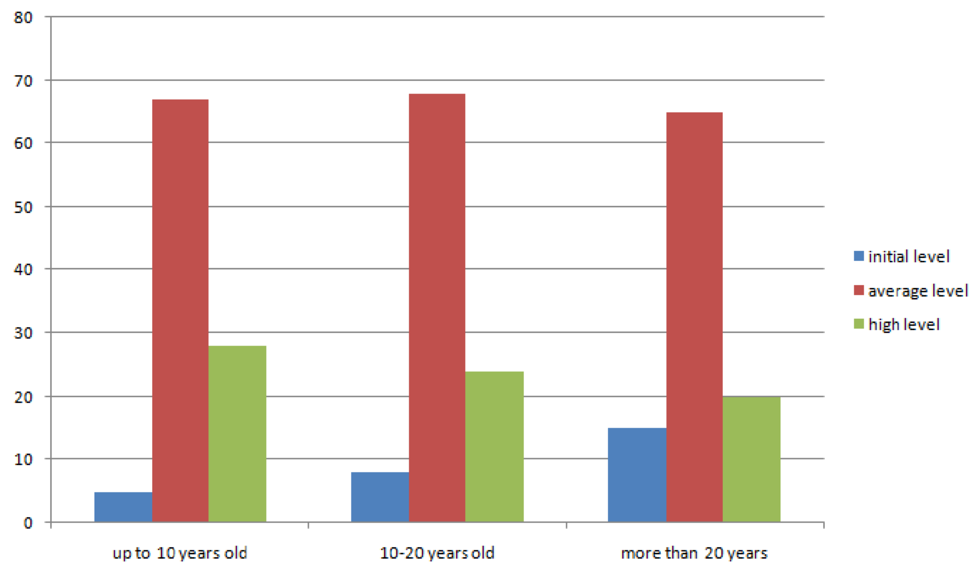

Fig. 3. Levels of economic competence formation

The results of the obtained data processing are as follows:

1. The initial level of labor protection competence was revealed by 26% of the respondents with a work experience of up to 10 years), 28% of the respondents with work experience of 10-20 years and 35% of those polled with the work experience of more than 20 years. The average level of labor protection competence showed 58% of those polled with the work experience of up to 10 years), 62% of the respondents with work experience of 10-20 years and 59% of those polled with the work experience of more than 20 years. High level of labor protection competence was shown by 16% of those polled with the work experience of up to 10 years); 10% of those polled have 10-20 years of work experience and 6% of those polled have more than 20 years of work experience.

2. Initial level of legal competence showed12% of respondents with a work experience of up to 10 years, 33% of respondents with work experience of 10-20 years and 42% of respondents with the work experience of more than 20 years. The average level of legal competence showed 64% of the respondents with a work experience of up to 10 years, 58% of those polled with work experience of 10-20 years and 54% of those polled with their work experience of more than 20 years. High level of legal competence was shwn by 24% of those polled with the work experience of up to 10 years, 9% of those polled with work experience of 10-20 years and 4% of those polled with a work experience of more than 20 years.

3. The initial level of economic competence was shown by 5% of respondents with a work experience of up to 10 years, 8% of respondents with work experience of 10-20

years and 15% of those polled with the work experience of more than 20 years. The average level of legal competence was shown by 68% of the respondents whose work experience is up to 10 years old, 67% of the respondents with work experience of 10-20 years and 68% of those polled with the work experience of more than 20 years. High level of legal competence was shown by 28% of those polled with the work experience of up to 10 years, 24% of those polled with work experience of 10-20 years and 20% of those polled with a work experience of more than 20 years.

The results of the conducted experiment allowed to determine the following:

1. A significant part of the respondents demonstrates the average level of labor protection competence. With thec increase of job seniority, the proportion of respondents who showed a high level of labor protection competence decreased, while there was an increase in the number of workers with a low level of labor protection competence. This is explained by the fact that employees who graduated from the educational institution by major specialty more than 20 years ago studied the issues of labor protection in conditions when the detection and elimination of hazardous and harmful factors occurred during the operation of the equipment, and the employee was treated as interchangeable resource.

2. A significant part of the respondents demonstrates the average level of legal competence. With an increase of the job seniority, the proportion of respondents who showed a high level of legal competence decreased, while there was an increase in the number of employees with a low level of legal competence. This is explained by the fact that the employees who graduated from the basic educational institution over 20 years ago did not study the issues of legal regulation of economic activity, and all the knowledge and skills they received were obtained through self-education.

3. A significant part of the respondents showed an average level of economic competence, and the situation with an increase of thejob seniority does not change significantly.

Results and discussion. The analysis of peculiarities of postgraduate education in Ukraine was carrieed out by N.Vapnarychuk. The researcher emphasized that postgraduate education should satisfy the interests of citizens in raising their professional level in line with the labor market conditions, provide the needs of society and the state in highly skilled competitive professionals [8, p. 209].

The scientist V. Putsov identified the following patterns of postgraduate education: the dependence of postgraduate education as a special educational formation on the totality of objective and subjective factors of the social environment; unity and interconnection of development and enrichment in the process of postgraduate education of the general cultural (general), qualification and functional components of the cumulative culture of a specialist; interconnection of postgraduate education with active self-education, self-development, self-education; the dependence of the content of postgraduate education on social and individual educational needs, while taking into account the acceleration of aging and updating of knowledge, real opportunities and peculiarities of education of the specialists [13, c. 8-9].

Researchers V. Oliynyk and L. Danilenko substantiated that the primary tasks of postgraduate education, aimed at building a society of knowledge, are to build the society on the basis of human-centeredness; in the formation of qualitative human capital; informatization of education ,aimed at the development of information and communication technologies, mastering of these technologies, formation and development of information and communication competence, self-improvement competence; in preparing for life in a societyof knowledge; in creating the conditions for ensuring the continuity of education, the development of adult education as an important component of life long education [14].

According to the works of M. Soldatenko, the peculiarities of postgraduate education are that it is characterized by the use of the knowledge gained earlier in practice. After the university, the specialist should focus his efforts on cognitive activity, which is based on individual methods of obtaining and updating o f knowledge. The scientist argues that the main thing in postgraduate education is independent cognitive activity of man [15, p. 246].

G. Degtyarev defined the features of the system of postgraduate pedagogical education as one of the priority components of continuous education. The researcher substantiated the necessity of postgraduate pedagogical education, which provides the organized and systematic training of the highly qualified specialists in order to overcome the gap between their professional training received at higher educational institutions, acquired practical experience and new requirements due to changes that take place in science and society [10].

N. Klyasen substantiated that as a result of familiarizing the broad pedagogical community with educational innovations, the implementation of scientific support the educational innovations and the involvement of employees in active participation in innovative processes, which is possible on conditios of the search of the effective forms of adult education and ensuring their professional and psychological readiness for new needs of the labor market, non-standard creative thinking, self-improvement, effective communication, innovative activity, the system of postgraduate pedagogical education ensures the implementation of the stategy of state education policy regarding its innovation development. This is confirmed by the experience of foreign colleagues.

Conclusions. Thus, at the present stage of the development, the system of postgraduate education should be more mobile, able to respond promptly and adequately to changes in the industry, corresponding changes in the socio-political and economic life of the country. It must become able to create the conditions for the continuous professional advanced studies of specialists and requires the regulation of its activities at the state legislative level. Provision of the effectiveness of the system of postgraduate education is possible by creating the necessary conditions for the full development of human personality.

From the above discussion we see the further scientific research in the development of the content of upgrading skills for employees of various industries based on a competent approach, as well as defining indicators and criteria that will allow us to assess the state of professional competence development in the post-graduate education system.

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PSYCHOSOCIAL APPROACH TO THE OCCURRENCE OF POST-TRAUMATIC DISORDER IN MILITARY PERSONNEL

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Annotation. *In the article describes the psychosocial approach to the emergence of post-traumatic stress disorder (PTSD), based on influential changes from the external environment. In context of this approach, a model of response to injurie was developed, that is also a multifactorial factor in the development of response to stress.*

Military actions belong precisely to that extreme situation, in the context of which a person is constantly in the strongest psycho-emotional stress, making attempts to adapt through willful efforts. That is why in all participants of military actions the observed changes in physical and mental conditions. The military actions in the East of Ukraine are going provoked a wave of psychosocial adaptation problems among military person, in resulting that of PTSD to get of new quantitative and qualitative characteristics. In the life of the victims, at any moment, combat stress can provoke problems of aggravation of post-traumatic stress disorder with various manifestations. Neuroses and psychoses usually occur in those military person who performed their duties on the battlefield, were wounded, lived in the trenches, witnessed the death and mutilation of their comrades-in-arms, or were captured.

Keywords: *post-traumatic stress disorder, combatants, extreme situations, traumatic events, military personnel.*

Formulation of the problem. The consequence of hostilities is often the impact on the consciousness of a military personnel of destructive factors, which, subjecting it to serious changes, can cause irreversible pathological processes. Often, such post-traumatic stress disorders contribute to the formation of non-specific family relationships burdened by military experience, as well as special life scenarios that can negatively affect a person's future life. Post-traumatic stress disorder (PTSD) is caused not by the occurrence of a traumatic event, but after the victim has recovered from a state of extreme stress. The latent period, moreover, lasts about 2-6 months after receiving a psychological injuries. Every day of the war the number of people who suffer its consequences increases. Even those who at first persevered, then in the end also observed mental exhaustion in themselves. The very habit of living in conditions of war is negative for a person's mental health.

In many of military personnel after the first stay in the combat zone may experience symptoms of depression, anxiety or an acute reaction to combat stress or combat injury, depressive reactions, generalized anxiety disorder after their first stay in a combat zone. A lot of them need the help of specialists - psychologists, psychiatrists, psychotherapists, because they have a higher risk of developing PTSD. It is established that from 20% to 40% of military personnel need psychological help. Symptoms of acute trauma are found in 60-80% of military personnel who were eyewitnesses to the death of comrades or civilians or saw the bodies of the dead. The risk of developing mental disorder symptoms concerns young military personnel aged 18–24 years who have symptoms of depression or who had problems with alcohol [1-5].

Modernity dictates extreme conditions for the survival of military personnel in our country, where deep changes are taking place in all spheres of life of Ukrainians. The hostilities that took place in the East of Ukraine are due to the need to increase the number of military personnel participating in the military actions. In the context of combat experience, they receive psychological and physical injuries, and their psyche undergoes certain destructions. Subsequently, the participants of these extreme events experience difficulties in the process of adaptation in the conditions of peaceful life and suffer from mental disorders. That is why there a need to find effective methods of health restoration and adaptation during social and psychological rehabilitation of victims who were in the territory of armed conflicts.

The purpose of the article is to substantiate the psychosocial approach to the occurrence of post-traumatic stress disorder in the military personnel.

For the first time, about, psychological changes in the military personnel who experienced a certain extreme situation were mentioned in the description of Da Costa in 1871, which was carried out with the participation of soldiers during the American Civil War, where it was called "soldier's heart syndrome". In 1941, psychiatrist A. Kardiner presented this phenomenon as "chronic military neurosis", where he showed its physiological and psychological nature. For the first time, he added the following signs to the complex description of symptoms: fixation on traumatic events, excitability and irritability, unrestrained response to sudden stimuli, departure from reality, tendency to obsessive and uncontrollable aggressive reactions.

In 1980, psychiatrist scientist M. Horovyts singled out PTSD syndrome as an independent nosology, calling it "post-traumatic stress disorder." Subsequently, group of authors led by scientist M. Horovyts presented the diagnostic criteria for PTSD, which were initially described for the American classifications of mental illnesses (DSM-SH-R and DSM-SH), and later they were disclosed for the ICD-10, in the context of which PTSD is abbreviated in the rubric F 44.88. According to ICD-10, post-traumatic stress disorder leads to pathological changes in the personality of combatants, as a complete or partial maladaptation of them under peacetime conditions [2, 3].

Post-traumatic stress disorder (PTSD) is a non-psychotic delayed reaction to traumatic stress that can cause a number of mental and behavioral disorders. For the emergence of, it is necessary for a person to try out the effect of a stressor that goes beyond ordinary human experience and is capable of causing distress [2, 4].

For the main symptoms of PTSD syndrome include: sleep disturbances; pathological memories (obsessive flashbacks); inability to remember - amnesia for some events (avoidance); hypersensitivity (increased vigilance); overexcitement (inadequate overmobilization). The secondary symptoms of PTSD include: depression, anxiety, impulsive behavior, alcoholism, somatic problems, Ego dysfunction, etc. [1, 5].

The psychological consequences of participation in hostilities lead to the fact that in peacetime conditions, due to a heightened sense of justice, increased anxiety, "explosive" reactions that periodically occur in response to any stimuli, depressive states, veterans social interaction is disrupted, family conflicts and employment problems arise. In such people lose interest in social life, decrease their activity for solving vital problems [2, 3].

There is no single theory of the pathogenesis of PTSD. The main reason for their development the consequences of changes in adaptive and maladaptive processes. Now there are the following psychological models of their development: cognitive, psychodynamic, psychosocial, conditioned-reflex, psychobiological and multifactorial models of PTSD.

The also note of psychosocial approach to the emergence of post-traumatic stress disorder, based on influential changes from the external environment. In the context of this approach, a model of response to trauma was developed, which is also a multifactorial factor in the development of the response on stress. In the based of this model, social factors that affect the effectiveness of adaptation of victims after receiving a mental injury are highlighted: the absence of destructive consequences of the injury, the preservation of a certain social status, a strong financial position, factors of social support from the family and close people. Thus, post-traumatic stress disorder syndrome is an international name in the nomenclature of psychotic and non-psychotic symptoms, in the context of a mental state disorder that can develop as a result of a traumatic event.

For the main symptoms of PTSD according to ICD-10 include the following [2, 3, 4]:

- repetitive, intrusive memories of the events what include images, thoughts, or feelings – the traumatic event is experienced over and over again. A person tries to forget about the experience, but memories constantly arise without any external stimulations. There is a feeling of reality of the event. They can occur in reality, immediately after waking up from sleep, with intoxication (alcohol, under the influence of drugs);
- dreaming about the experienced event, which are repeated and cause anxiety - dreams cause deep experiences of psycho-traumatic events with a sense of their reality;
- such actions and feelings, as if psycho-traumatic events are happening again - a feeling of recovery of the experience: illusions, hallucinations, dissociative episodes. There can be states with disorientation that last from several minutes to several hours and even days, as if a person becomes a participant in psycho-traumatic events again;
- significant psychological distress under the influence of external and internal stimuli that symbolize or resemble any aspect of the traumatic event. In some cases, can of states of psycho-emotional stress or acute stress when faced with something that reminds of a traumatic event. For example, the reaction of the victims of the Nazi

concentration camps on the sight of swastika, participants in the hostilities to the relevant broadcasts on television;

- physiological reactivity under the influence of external or internal stimuli that symbolize any aspect of a traumatic event or remind of it - when faced with a situation that resembles a psycho-traumatic one, physiological reactions are manifested: sweating, numbness of the limbs, a feeling of weakness, a feeling of pressure in the throat, etc.;
- trying to avoid thoughts, feelings or conversations related to the trauma - trying to avoid actions, places, people that trigger memories of the trauma. A person persistently avoids everything what reminds of the trauma;
- partial or complete amnesia of important aspects of the trauma - a person cannot remember some episodes of what happened to him;
- loss of interest in previously significant types of activities, or participation in them - a person becomes indifferent to everything he used to be interested in;
- feeling of isolation from others - there is a feeling of loneliness even in the circle of family, children, relatives and friends;
- narrowing of the range of affective reactions - low mood, constant dissatisfaction with oneself and others, irritability, apathy, loss of interest in the surrounding reality, reduced response to sensory stimuli;
- inability to focus on a long-term life perspective - a short life perspective is formed, a person plans his life for a short time, a feeling of "unpromising future" arises;
- complications of the falling asleep and sleep duration disorders – nightmares, fear of falling asleep, dreams that reflect a psychotraumatic situation, nervous exhaustion, anxiety, inability to relax, feeling of physical and mental pain;
- irritation and outbursts of anger - in participants of hostilities occur violent reactions of aggression at the slightest unexpected events, which resemble traumatic situations of hostilities (sharp sounds, shouts, noise). A person becomes conflicted, uses violence in disputes;
- difficulty of the concentrating – a person cannot concentrate on something what needs to be remembered. In some cases, the concentration of attention may be sufficient, but as soon as a stressful factor occurs, the ability to concentrate is lost;
- unmotivated vigilance - a person watches of the everything what happens, sensing danger. But this danger is not external, but internal, it often manifests itself in constant physical tension, readiness at any moment to repel an external or overcome an internal danger. The behavior of such persons reflect the nature of the suffered mental trauma.

For example, combatants often refuse to sit with their backs to the door, choosing places from which they can observe everyone present. Tension does not allow a person to relax, rest, requires significant energy expenditure; increased fear reaction - a light noise, knocking leads to the fact that a person starts to run, shout loudly. The different sounds, smells or situations can easily stimulate a person's memories of traumatic events, feelings of helplessness and insecurity [1, 2].

Psychiatrist A. Blank identified four types of repeated sensations [3, 4]:

- vivid dreams and nightmares;
- vivid dreams, from which a person wakes up with a sense of the reality of events and actions that he may have committed under the influence of memories;
- conscious flashback – experiences in which images of a traumatic event are vividly presented, accompanied by visual, sound and olfactory components. At the same time, contact with reality may be lost;
- unconscious flashback – an unexpected, abstract trial, which is accompanied by certain actions and images.

The clinical picture usually includes additional symptoms of PTSD [2, 3]: impulsive behavior, explosive outbursts, irritability, tendency to physical violence; abuse of alcohol or drugs, especially to relieve tension and “sharpness” of trials; antisocial behavior or illegal actions; depression, suicidal thoughts and suicide attempts; high level of mental instability; nonspecific somatic complaints (headache, etc.). In people with PTSD often have somatic and psychosomatic disorders in the form of increased fatigue, chronic muscle tension, heart pain, stomach ulcers and colitis, respiratory symptoms, etc.

Conclusions. As follows, military actions belong precisely to that extreme situation, in the context of which a person is constantly in the strongest psycho-emotional stress, making attempts to adapt through willful efforts. That is why in all participants of military actions the observed changes in physical and mental conditions . The military actions in the East of Ukraine are going provoked a wave of psychosocial adaptation problems among military personnel, in resulting that of PTSD to get of new quantitative and qualitative characteristics. In the life of the victims, at any moment, combat stress can provoke problems of aggravation of post-traumatic stress disorder with various manifestations. Neuroses and psychoses usually occur in those military personnel who performed their duties on the battlefield, were wounded, lived in the trenches, witnessed the death and mutilation of their comrades-in-arms, or were captured.

The peculiarity of the condition is that the participants of the ATO themselves do not understand the signs of mental disorders in themselves. They need immediate help, because otherwise the war will never end for them.

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SOCIAL-PSYCHOLOGICAL TECHNOLOGIES OF PERSONALITY RESTORATION AFTER TRAUMATIC EVENTS

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Annotation. *In the conditions of many years of military aggression, the need to develop a comprehensive approach to maintaining, preserving and restoring the psychological health of various segments of the population is becoming increasingly urgent. The need for competent and timely psychological intervention in preparing people for meetings with numerous trials is growing every day. The problem of increasing the social and adaptive capabilities of a person becomes essential, which involves the development of psychologically based and empirically tested interventions that would restore the psychological health of victims of long-term traumatization and prevent further complications.*
Keywords: *personality, psychological health, rehabilitation, self-help, self-support.*

The problem of the complex restorative effect on the health of a person participating in military conflicts is in the center of attention of psychologists of NATO countries. Each country provides professional psychological support to the military, aimed at early detection of deviations and facilitating the return to normal activities. Mental health support teams typically consist of psychiatrists, psychologists, social workers, nurses, and chaplains, with a lack of consensus on the distribution of areas of influence. Psychological decompression measures and special trainings are conducted, the purpose of which is to prepare the military to return home.

As the analysis of the latest military actions in Ukraine shows, the most modern preventive work includes the strengthening of vitality, self-regulatory skills, independence, and initiative in the military context. Among the important new developments is the increasing role of the social leader, which actively influences the motivation, thinking and coping of combatants, restoring their psychological health (Vermetten, 2014). British scientists discovered the influence of such important for our topic socio-psychological factors as pre-catastrophic (life events, health), peri-catastrophic (peri-traumatic experience, perception of safety, injuries), social (organizational support, social support in general) and post-disaster (impact on later life) (Brooks, 2017).

Analysis of recent research and publications. Psychologists-researchers working in the field of personal health care pay a lot of attention to the forms of organizing social support for a person affected by trauma, methods of working with PTSD, overcoming the stigmatization of patients in society (Crone, 2019; Klymchuk, 2018; Winkler, 2017), the role of culture in the formation of health restoration practices (Jodelet, 2017).

Taking into account these factors, and especially the peri-catastrophic ones, which are the most relevant in Ukrainian realities today, will certainly contribute not only to overcoming post-traumatic stress states, but also to improving the quality of life of various segments of the population. Unsolved problems include socio-psychological technologies for restoring the psychological health of people who took part in military operations, have a traumatic experience, and lost a sense of security as a result of forced displacement from the occupied territories.

The purpose of the article is to develop a comprehensive approach to preserving and restoring the psychological health of an individual who suffered as a result of prolonged military operations. In order to achieve the set goal, it was necessary to solve the following tasks: to develop the theoretical and methodological foundations of technologies for restoring the psychological health of an individual; to research the technologies of socio-psychological rehabilitation of combatants and internally displaced persons; determine methods of mobilizing personal resources that ensure the effectiveness of social and psychological rehabilitation.

Presenting main material. The following research methods were used to solve the tasks set by the team of researchers of the laboratory of social psychology of the personality of the Institute of Social and Political Psychology of the National Academy of Sciences of Ukraine: the method of phenomenological analysis of individual and group counseling interventions, survey methods, in-depth and contextual interviews, and case studies. Interpretation of the results was carried out using the procedures of content and narrative analysis and qualitative analysis of creative products.

Technologies for restoring the psychological health of an individual. As a result of the study, it was determined that the consequences of long-term military trauma should be analyzed in the full range from negative (PTSD, decrease in the level of psychological health of the individual) to positive (post-traumatic growth, activation of life creation). Negative consequences are manifested at the socio-psychological level as a decrease in the tendency to cooperate, the ability to empathize, a drop in trust in the world; at the value-semantic level, as a loss of the ability to find new life perspectives, a deterioration in the understanding of experience, a decrease in the ability to get pleasure from everyday life; at the individual-psychological level, as an experience of splitting, violation of integrity, destructive changes in identity, a decrease in the need for self-realization, a decrease in balance, adaptability.

Accordingly, the main condition for maintaining psychological health is the individual's readiness to creatively construct his own life. A means of restoring psychological health is social and psychological rehabilitation as a complex process of revitalizing life and increasing subjective well-being. The ability of an individual to manage his own life involves the restoration of readiness for self-transformation and the implementation of updated projects of the future in the family, personal, and professional spheres.

Rehabilitation involves the variability of interventions, taking into account the life history of the individual, his resources and the nature of the injury, the possibility of restoring partially lost functions, prevention of complications.

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Rehabilitation involves the variability of interventions, taking into account the life history of the individual, his resources and the nature of the injury, the possibility of restoring partially lost functions, prevention of complications.

Empirically established key (integrity, self-realization, self-regulation) and auxiliary indicators of psychological health of the individual. Auxiliary indicators should be considered at three levels: individual-psychological (creativity, balance, adaptability), value-meaning (search for new meanings, understanding of experience, ability to enjoy life) and social-psychological (tendency to cooperate, ability to empathize, responsibility towards society).

The criteria for the restoration of psychological health are the available opportunities of the researched: to achieve a higher level of personal integrity and continuity, self-belief, the ability of self-support and self-help; increase self-efficacy; strengthen the need-motivational, value-meaningful resources of the individual as a source of self-change; restore constructive relations with the environment.

The effectiveness of restoring psychological health is ensured by such vectors of rehabilitation work as the focus on achieving sustainable self-acceptance, restoring self-efficacy, the ability to value-meaning renewal, and increasing the level of communicative competence. Accordingly, the activation of the individual's readiness can be considered as the meaningful targets of rehabilitation influences:

- to changes in attitude towards oneself, self-identification;
- to changes in the field of significant relationships, development of a new communicative territory;
- to changes in sensemaking, filling one's everyday life with new meanings, and the future with new perspectives.

The restoration of personality at the individual-psychological level centers around the possibilities of increasing emotional stability as the ability to control one's own emotional states in interaction situations. It has been experimentally determined that emotional stability is determined by experience, which includes core representations, and superficial, primary representations. Accordingly, the increase in emotional stability depends on the balance of experience and superficial ideas, the range of strategies for getting out of situations; the ability to reflect on one's own emotional manifestations; ideas about optimal models of behavior in emotionally significant situations. An algorithm for the step-by-step application of rehabilitation technologies aimed at increasing emotional stability with the involvement of biological feedback has been established (Malkhazov, 2018).

Technologies for the recovery of combatants and internally displaced persons. The complex of technologies is aimed at rethinking the experience, interpreting the trauma as an actualizer of life resources, forming prosocial models of behavior (employment, professional retraining, maintaining or creating a family, ensuring one's own well-being) with their subsequent approval in the environment, group mutual assistance of combatants and volunteers. Prevention of relapses of antisocial behavior involves work on the constructive mastery of stressful situations without the use of alcoholic beverages or narcotic substances (Lazorenko, 2018).

A separate group of subjects was made up of military personnel who are in hot spots and experience social disorientation, a violation of their perception of the world and their role in it; partial loss of contacts, integrity of "I". It turned out that the consequences of trauma significantly reduce their level of self-efficacy, which is necessary for building constructive coping. The main reasons for the decrease in self-efficacy are the unpredictability of stress, damage to the value base, the use of non-functional resources, and a certain "obsession" with losses.

Losses experienced by combatants can be divided into three types: physical (death of friends, bodily injuries), social (loss of significant relationships, jobs) and psychological (erosion of identity, loss of trust in the state, command, loss of motivation to stay at war) . According to the data, the death of friends, lack of sleep, and a drop in motivation to stay in the war have the greatest impact on lowering the level of military self-efficacy. In order to restore self-efficacy, individual technologies of acceptance of loss, localization of reasons for the reduction of personal resources, and media technologies aimed at indirect stimulation of a person's internal activity through the viewing of encouraging, motivating videos that offer constructive scenarios for solving the problem have been developed (Myronchak, 2018).

One of the painful psychological problems faced by military personnel after demobilization is the need to overcome the state of alienation. The analysis of its causes showed the blocking of trust in the world, the loss of the value of oneself and one's life, meaningful life disorientation. Diagnostics showed that military personnel experience the highest level of alienation in relation to society, other people and work, and the lowest level - in relation to themselves and their families. Common forms of alienation are adventurism (the search for strong experiences in dangerous extreme activities) and powerlessness (disbelief in the ability to influence important life situations). The source of these experiences is unfair treatment from the environment and the internal conflict provoked by it between experiencing the value of one's own life and self-depreciation. Accordingly, a complex of technologies for restoring dialogue with the world, life, self and meaning has been tested (Chernyavska, 2018).

The focus was on the work to restore the psychological health of internally displaced persons. Representatives of this social group, who have experienced numerous losses, are poorly aware of the need for psychological support, security and safety, using unproductive strategies of interaction with society, in particular, the strategy of learned helplessness and self-stigmatization. Both indirect and direct group technologies turned out to be productive. Mediated technology makes it possible to promptly respond to the needs of a large number of internally displaced persons, stimulating their constructive interaction. An equally productive direct art therapy technology is aimed at restoring the life continuity of an individual, which involves the activation of its resource channels and creative potentials (Gundertaylo, 2017).

Ways of mobilizing personal resources. Every difficult life situation activates the restorative resources of the individual. In the most traumatic periods of life, basic resources acquire special importance, which includes the restoration of vitality. The viability resources model consists of interdependent coping and practices (risk management, dialogue, social support), an optimistic or pessimistic attitude to certain events, the level of readiness for active participation, the desire to protect significant values, vision of prospects and the ability to seek support from family, relatives, friends

According to the data obtained, the most widespread forms of organizing life in dangerous situations are open confrontation with its confrontational skills and readiness for risk, controlled vigilance, which is manifested in accepting responsibility for solving a problem situation and increasing self-control, or passive patience. The technology of restoration of vitality resources includes techniques of reconstruction of rehabilitation resources and safety skills of the individual, methods of increasing the basic level of trust and correcting negative communication guidelines, non-constructive communication (Larina, 2018).

Modern electronic services, in particular personal mobile devices (phones, tablets, etc.), are becoming an instrumental resource for overcoming the consequences of traumatic events. The specific software installed on them not only contributes to the dissemination of information about traumatic conditions, but also serves to restore the personality after traumatic events. Mobile applications become an important tool for diagnosing, monitoring and adjusting the user's condition due to convenience, accessibility, wide possibilities of individual design with the involvement of game elements, saving the history of actions, and the ability to check efficiency. However, in complex situations that require the intervention of a specialist, mobile applications are unsuitable for self-help.

According to the received data, the rates of traumatization of veterans are reduced thanks to such functions of mobile applications as informative, diagnostic, monitoring, and communicative. Incorporation of mobile applications into the process of recovery of personal health involves structuring of information (educational stage), automation of symptom assessment (diagnostic stage), diversification of rehabilitation communication tools and monitoring of changes (basic stage), partial replacement of support procedures (supportive stage) (Dvornyk, 2017).

Group recovery is ensured thanks to the formation of a new dynamic network of mutual exchange of participants' experiences, the growth of community self-awareness, and the improvement of its self-organizing and regulatory processes. In this process, the so-called narrative reticulation plays an important role, which involves the disclosure, opening of individual narratives of people and the establishment of multidirectional new connections between them (Savinov, 2018).

Conclusions. A comprehensive approach to preserving and restoring the psychological health of an individual who suffered as a result of prolonged military actions involves work in three directions: research into the specifics of an individual's psychological health and the specifics of its support and restoration; development of rehabilitation technologies for victims, in particular combatants and internally displaced persons; determination of methods of mobilizing personal resources that ensure the effectiveness of social and psychological rehabilitation.

The main condition for preserving psychological health is the individual's readiness to creatively construct his own life, and the means of recovery is the rehabilitation process, which promotes the activation of life creation and increases the level of subjective well-being in the family, personal, and professional spheres. The effectiveness of recovery is ensured by taking into account indicators, criteria, vectors, meaningful targets of rehabilitation interventions. Equally important is the step-by-step specification of rehabilitation effects, the possibility of targeted inclusion of communities in the system support of their members, and a team approach by specialists of various profiles.

Ways to involve troubled youth in recovery are readiness to focus on the positive experience of their peers, support of the veteran community, help of religious organizations, activation of the desire for a prosperous life. Prevention of relapses of antisocial behavior involves the use of technologies aimed at reinterpreting traumatic experiences and forming prosocial behavior patterns.

Among the reasons for the decrease in the level of psychological health, a major role is played by the acute experience of losses by combatants and internally displaced persons, the state of alienation of demobilized persons in relation to society, other people, and work. Accordingly, technologies for restoring self-efficacy and life continuity of the personality, its constructive dialogue with the world, life, self, and meaning are effective.

Restoring the psychological health of the individual involves the involvement of the following resource modes: basic (increasing the vitality of the individual); instrumental (use of mobile applications that partially replace psychological support) and buffer (playback action that promotes group recovery).

We see prospects for further research in the development of methods and strategies of social-psychological support as a mediator of personal transformations of victims of war during the period of transition to the conditions of peaceful life. It is planned to investigate the types of socio-psychological support in accordance with the conditions and nature of traumatization of different segments of the population, to single out effective strategies for promoting constructive personal transformations that ensure effective readaptation and improvement of life-making processes.

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TRAINING OF FUTURE TECHNOLOGY TEACHERS FOR THE ORGANIZATION OF THE EDUCATIONAL ENVIRONMENT OF BASIC SECONDARY EDUCATION ACCORDING TO MODEL CURRICULUMS

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Annotation. *The article examines the organization of the educational environment according to model educational programs in technology and readiness for the implementation of the "New Ukrainian School" Concept, the training of future technology teachers. A number of issues related to the organization of the educational environment are outlined and the implementation of its essence based on the new State standard of basic secondary education is considered. The criteria for analyzing the term «technology» for teaching a new subject are described. These materials will help to find solutions to the problems facing future technology teachers, as well as for teachers of labor education.*

Keywords: *training of future teachers, technologies, educational environment, competencies, professional standard.*

Modernization of the educational sector is currently taking place in Ukraine – the creation of the New Ukrainian School. The main purpose of which is to give students not only knowledge, but also the ability to apply it in everyday life. The problem arises of training a teacher of a new formation, a harmoniously developed personality with a competitive European level of qualification. The reforms are aimed at increasing the quality and availability of education, raising a person who meets the needs of the 21st century – proactive, self-sufficient and creative. Therefore, special attention to reforms is caused by innovative changes in the socio-economic and state-political life of the country, as well as a constant increase in the amount of information aimed at the formation of a highly qualified teacher. The success of learning at school depends on the skill of the teacher, to organize the educational environment in a high-quality and interesting manner, to transfer one's skills and abilities, to interest in studying the subject, using the modern educational and informational environment of the school by means of information and communication technologies, as well as to be a good psychologist, and to know the physiology of a child . Every branch of education needs a wise specialist, therefore the preparation of future teachers for the implementation of the «New Ukrainian School» Concept, the organization of the educational environment is very important at the moment.

Scientists of the Department of Technological Education of the Institute of Pedagogy of the National Academy of Sciences of Ukraine approved a new basic educational subject «Technology» for the field of technological education, which will gradually be introduced into the educational process from the 2022-2023 academic year. Currently, four model curricula have been developed, which should ensure the formation of innovative content of technological education at such levels as pedagogical reality and personal level.

The training of future teachers of technology is a component model of training and is considered as a pedagogical system that includes the goal, tasks, methodological approaches, principles, components, conditions and the result of training, which will allow at the professional level to scientifically and creatively approach the solution of the problems of the educational process. Building a modern system of teacher training requires taking into account the innovative possibilities of information and communication technologies, the emergence of a degree system of education, and trends in personal oriented education.

The professional training of the future technology teacher is determined as a set of professionally oriented knowledge, abilities and skills, personal qualities that ensure the formation of readiness for professional activity.

Innovative learning technologies aimed at designing the organization of the educational environment, which will ensure the development of the creative potential of the personality of the future technology teacher, focuses on the formation of research abilities and skills.

Analysis of the latest research and publications showed that an important step in solving the problem of organizing the educational environment was the work of: T. Brazhe, I. Vasiliev, E. Zeer, I. Isaeva, V. Krychevskyi, N. Kuzmina, and others, theoretically-methodological foundations of human-environment interaction: Sh. Amonashvili, O. Asmolova, E. Davydova, I. Yakimanska, and others. Well-known psychologists and pedagogues who develop the problems of personally-oriented learning and upbringing at all levels of education devote their research to solving the problem in the context of modern conditions of education development: I. Bekh, R. Gurevich, O. Dubaseniuk, I. Zyazyun, V. Ilchenko, V. Molyako, O. Savchenko, O. Sukhomlynska, etc.

The purpose of the article is to justify the preparation of future technology teachers for the organization of the educational environment of basic secondary education according to model programs, readiness for the implementation of the «New Ukrainian School» concept.

«According to Socrates, the task of philosophy is not dispassionate contemplation of nature, but to give man knowledge of how he should live. Knowledge is a concept about a subject that involves its definition. There is no knowledge without a concept» [6, p. 91].

The problem of training future technology teachers is one of the most urgent and understudied problems. And this is not accidental, because the very phenomenon of «technology» is dynamic.

Turning to the very definition of the term technology, to its meaning (techno – skill, art; logos – science), we will come to the conclusion that the purpose of technology is to break down the process of achieving any result into its constituent elements. Technology is based wherever there is achievement, a desire for results.

In ancient times, in ancient Greek art, the concept of techne was used, which meant all purposeful activities that took place according to the rules. At that time, a person could not show individuality. This included mathematics, carving, cooking, agriculture, etc. [8, p. 22].

In Europe during the Renaissance, a new status of the artist as a celebrity took place. Patrons hired artists to fulfill their commissions and competed for the right to patronize the best [10]. During the Renaissance, the gradual secularization of art took place. At the same time, artists strove to separate their status from artisan status and approach scientific status. Sculpture, architecture and painting were classified as science, artists of the era sought to give their creations mathematical perfection. In the 18th century, the French esthetician Charles Bateau united these types of arts under the term «Fine Arts», which are opposed to «mechanical» arts – crafts [10].

In the 19th century, art finally separated from craft. Craft is small-scale production with the help of primitive tools to meet broad household needs, economic dress, various types of construction and parts of its equipment.

Craft arose with the beginning of man's production activity, went through a long historical path of development, taking different forms:

1. Home craft – in the conditions of natural economy.
2. Handicraft to order – in the conditions of decomposition of natural economy.
3. Craft to the market. The most popular crafts whose traditions are preserved in the world are pottery, blacksmithing, tinsmithing, furriery, weaving, carving, stone carving, carpet making, weaving, carpentry, carpentry, brickwork, goldsmithing, shoemaking, tinsmithing, gunsmithing, cooperage, tailoring, etc.

In the beginning, the word «logos» simultaneously defined a word and a thought, but in ancient philosophy this term defined the law of the world. First used by Heraclitus, where it is understood as the essence of all things, the impersonal eternal mind, which creates everything in the world from opposites, arranges and predetermines fate. «Logos» makes the world orderly and harmonious, expresses the constancy and unity of opposites. In Seneca's view, the essence of man lies in her mind, and the essence of the world is in the higher world mind, which the thinker calls the Logos. From the ancient Greek language, the meaning of the term «logos» was used primarily in the meanings of supernatural world mind, law, word, science.

Science has found itself as the most important factor of technical and socio-technical progress and transformation of reality, comprehensive development of human abilities and opportunities. Advanced science contributed to the development of a progressive worldview, the substantiation of a materialistic view of the world. Science is a way of establishing and realizing objective truth. With this, she radically opposes religion, mysticism, and speculative conjectures. The struggle with this is clearly manifested in the emergence, on the one hand, of the positivist concept of scientism, which absolutizes «exact» knowledge, contrasting it with the humanistic values of culture, and on the other hand, in anti-scientism, which slides into the position of irrational denial of the role of scientific knowledge.

So, considering the history of technology development, it is characteristic that in the 18th century. in the general meaning of knowledge about technology, they began to call the traditional descriptive section and the new middle class, which was called «technology». This term was introduced by Johann Bechmann, naming the scientific discipline that he taught at the German University in Göttingen from 1772. In 1777, he published the work «Introduction to Technology», where he wrote: «A survey of inventions, their development and successes in arts and crafts can be called the history of technical arts. A technology that explains in general, methodically and precisely all types of work with their consequences and causes, represents much more».

Outlining these materials, it can be noted that today the technological education industry is inherently integrated - the only branch of the New Ukrainian School that implements substantively transformative activities: from the idea to its implementation into a finished product. It also integrates knowledge from almost all educational fields.

Therefore, it is time to prepare technology teachers in order to form high-quality technological education in the field of basic education, where the realization of the student's creative potential, the formation of critical and technological thinking, readiness to change the environment without harming it by means of modern technologies and design, the ability to entrepreneurship and innovative activity, partnership interaction, the use of equipment and technologies to satisfy one's own needs, cultural and national self-expression, the solution of which is the formation of an educational environment, where the technology teacher fulfills his mission – the organizer of the educational process, which is built by him in the context of the real life of students.

Therefore, the next task of training a future teacher of technology is to be able to organize the educational environment of a basic secondary school according to model curricula for effective teaching of the subject.

«The educational environment in a modern school is diversified by technological learning, the number of technologies is expanding, according to the newly created model curricula offered to students to study during lessons. Gender segregation is excluded, all types of activities are equally available to both girls and boys. Interdisciplinary connections between the disciplines of artistic and technological cycles and general education subjects are being established, project-based learning is being introduced. Thus, the organization of the educational environment of workshops and studios for the basic school is developed as a single complex that provides maximum opportunities for conducting lessons in art, technology, informatics, creating interdisciplinary projects using various technologies.

The educational environment in various types of art-technological training requires special equipment, which is located in separate cells or rooms based on the sign of kinship, taking into account the specific requirements of safety equipment and ensuring a harmless environment (lighting, ventilation, waste removal, etc.). Project work is ensured by the transfer of students from one room (cell) to another (for example, making sketches in the art studio, developing a project in the drawing room, computer modeling in the computer science room, making various parts and assemblies in the workshops of various materials processing, assembly and presentation of the project in a universal workshop) Safety techniques and the needs of rational organization of the pedagogical process require the organization of workshops, as a rule, for half the class, no more than 15 students.

The educational environment for furnishing workshops and studios of elementary and high school is determined by the purpose of the room, the educational program of the institution. The basis of furniture is work furniture, which can be universal or specialized for working with certain technologies. The teacher's workplace is equipped with demonstration furniture and equipment. Of great importance in the workshop is a properly organized storage system: tools, materials, product samples, student works. Arrangement of such containers should take into account the mode of access of students.

The main emphasis in educational and production workshops is furniture and equipment. Since the work in the workshop requires a significant concentration of attention, the design of the room should be decided as neutrally as possible, with an inexpressive warm color atmosphere [3, c.161].

The next task for the successful preparation of the future technology teacher for the organization of the educational environment of the basic secondary school is formed not only in the organization of the material and technical approach, but also in the specifics of the formation of the innovative content of the basic technological education of the New Ukrainian School.

The Ministry of Economic Development has approved a new professional standard for a teacher of a general secondary education institution. The document defines general competences (civic, social, cultural, leadership and entrepreneurial) and professional competences of a teacher (language-communicative, subject-methodical, informational-digital, psychological, emotional-ethical, pedagogical partnership, inclusive, health-preserving, projective, prognostic, organizational, evaluative-analytical, innovative, reflective, ability to learn throughout life). According to the draft professional standard, the future technology specialist should have the following functions:

- application of modern content of education, methods and technologies;
- partnership interaction with the participants of the educational process;
- organization of a healthy, developmental, inclusive educational environment;
- management of the educational process;
- continuous professional development.

Conclusions. In conclusion, having outlined the main objective prerequisites for the professional training of a modern teacher for the organization of the educational environment of a basic secondary school according to model programs, readiness for the implementation of the «New Ukrainian School» Concept, we note that the implementation of this problem must be carried out through scientific justification taking into account modern achievements in the fields of pedagogy and psychology. Necessary pedagogical conditions for solving this problem are the consideration of professional competencies as a priority goal, which ensure the formation of the educational environment of basic secondary education according to model technology programs.

Thus, the process of preparing a future teacher to organize the educational environment of a basic secondary school according to model programs should be a clearly organized and purposeful process. Knowledge, the ability to perform various types of crafts, to skillfully organize the educational environment of a basic secondary school according to model curricula, with the application of psychological and emotional-ethical competences, has become an important component of the professional competence of a modern technology teacher; is the basis that forms technological thinking, the behavior of future specialists, develops the creative, emotional and volitional sphere of a person, contributes to the enrichment of moral and ethical experience, the integration of technological cultures and personality.

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STRUCTURAL AND FUNCTIONAL MODEL OF FORMATION OF SOCIO-CULTURAL COMPETENCE OF FUTURE FOREIGN LANGUAGE TEACHERS

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Annotation. *The study based on the analysis of psychological, pedagogical literature and features of professional development of future foreign language teachers clarifies the nature and structure of their socio-cultural competence, identifies criteria (axiological, linguistic, practical, communicative), indicators and levels (high, sufficient, basic, initial).) its formation. The effectiveness of the method of realization of pedagogical conditions of formation of sociocultural competence of future foreign language teachers is theoretically substantiated and experimentally checked, among which the following are singled out: use of integrated sociocultural tasks with variable content during foreign language study; study of national and cultural features and specifics of national communicative behavior of foreign speakers; ensuring the value orientation of students to socio-cultural activities in the process of integrated use of traditional and innovative teaching methods.*
Keywords: *socio-cultural competence, pedagogical college, future foreign language teachers, pedagogical conditions.*

The Laws of Ukraine «On Higher Education» (2014), «On Professional Development of Employees» (2012), the Strategy of Innovative Development of Ukraine for 2010-2020 in the context of globalization challenges, the National Strategy for Educational Development of Ukraine until 2021 set priorities for modern development educational system in Ukraine, in particular, the training of modern teachers in accordance with national interests and European standards. The priority direction of development of higher education in these documents is the competence approach, within which the formation of professional competence of the specialist is especially relevant, which is part of the socio-cultural competence of the future teacher.

The research of Ukrainian (V. Andrushchenko, G. Ball, I. Bekh, G. Vasyanovich, L. Vovk, I. Zyazyuna, V. Kremen) is devoted to the problem of professional training of future teachers, theoretical and methodical bases of formation of professional culture and professional competence in them. N. Nychkalo, S. Maksymenko, etc.) and foreign (M. Ariyan, V. Bezpalko, V. Bibler, B. Gershunsky, I. Zimnya, N. Ishkhanyan, V. Slastyonin,

P. Adler, D. Brown and etc.) scientists. In the context of the research, the works of O. Akimova, O. Homonyuk, R. Gurevich, M. Kademia, A. Kolomiets, L. Lukyanova, O. Matyash, V. Shakhova, O. Shcherbak, etc. concerning professional training are of special importance future teachers [1 - 5].

However, the problem of forming the socio-cultural competence of the future foreign language teacher in the system of the pedagogical college was not the subject of special research.

The urgency of the chosen problem is also exacerbated by a number of contradictions that need to be resolved, namely between:

- society's need for competent foreign language teachers and insufficient level of preparation of students in pedagogical colleges for socio-cultural activities;

- between the recognition of socio-cultural competence of an important role in the personal and professional development of future foreign language teachers and insufficient development of scientific and methodological support for the development of socio-cultural competence of future foreign language teachers in the system of pedagogical college;

- between the dominant focus of the pedagogical process in pedagogical colleges on the formation of students' subject-professional knowledge and skills and insufficient attention to the formation of socio-cultural competence of future foreign language teachers.

Thus, the need to resolve these contradictions, clarify the conditions for the formation of socio-cultural competence of future foreign language teachers during training in pedagogical college and insufficient development in science, lack of comprehensive solutions based on modern social changes, emphasizes the scientific importance of the research topic.

The purpose of the article is to reveal the pedagogical conditions for the effectiveness of the formation of socio-cultural competence of future foreign language teachers in the training process based on the structural and functional model of socio-cultural competence of future foreign language teachers.

The hypothesis of the study is the assumption that the effectiveness of the formation of socio-cultural competence of future foreign language teachers in the process of professional training in the pedagogical college will increase under certain pedagogical conditions.

Experimental work was carried out on the basis of Vinnytsia Humanitarian and Pedagogical College, Korostyshiv Pedagogical College named after I. Ya. Franko, Uman Humanitarian and Pedagogical College named after Taras Shevchenko, Belgorod-Dniester Pedagogical School, Chortkiv Humanitarian and Pedagogical College named after Alexander Baltic Pedagogical School. A total of 396 students took part in the experiment.

The main areas of work at this stage were a clear fixation of changes in the learning process using diagnostic methods (testing, questionnaires, expert evaluation, self-assessment, etc.), processing of data by mathematical statistics and development of guidelines for implementing pedagogical conditions and structural-functional model in education. the process of pedagogical colleges.

Verification of theoretical conclusions, their correction and clarification, analysis and generalization of research results were carried out within the control experiment (2017 - 2019). Its purpose is to process the results and confirm the correctness of the research hypothesis. The content of this stage: processing and understanding of the obtained data; description of the experiment; generalization of results and their correlation with the purpose and tasks of pedagogical experiment; determining the practical significance of the results and formulating conclusions; registration of dissertation work. Main methods: theoretical analysis, synthesis, systematization, comparative analysis and generalization of research materials, methods of visual presentation of results, as well as the study of the methodological base of colleges; questionnaires of students, teachers, analysis of the products of their educational and cognitive activities; self-assessment and assessment of the level of formation of socio-cultural competence of future foreign language teachers in the process of professional training in the conditions of pedagogical college; pedagogical experiment (ascertaining and formative) and generalization of its results using methods of statistical processing of scientific data [5].

We found that the socio-cultural competence of the future foreign language teacher is a complex, holistic, individual-psychological, integrative entity that combines socio-cultural knowledge, personal attitude to foreign cultures, allows successful communication with their representatives, feel confident and comfortable in a foreign socio-cultural environment, due to mastery of methods of using a foreign language; characterizes the theoretical and practical readiness for socio-cultural activities and the development of relevant qualities in students while learning a foreign language. In the structure of socio-cultural competence of the future teacher of a foreign language it is expedient to single out motivational-value, information-cognitive, and activity-behavioral components.

In the formation of socio-cultural competence of future foreign language teachers it is important to use integrated socio-cultural tasks with variable content when studying a foreign language. The main purpose of integrated socio-cultural tasks with variable content, the use of which helps to increase the level of socio-cultural competence of future foreign language teachers are: deepening the connection of theoretical knowledge of socio-cultural competence with the real pedagogical process based on practical learning; , for example, concerning the ability to build relationships with representatives of foreign cultures; formation of future foreign language teachers' psychological readiness for socio-cultural and professional activities; development of future teachers' pedagogical skills and abilities of practical socio-cultural activities; mastering modern forms of socio-cultural pedagogical activity; formation of a creative research approach to socio-cultural pedagogical activities, the development of pedagogical thinking of future foreign language teachers [1, 3, 4].

The results of our research and analysis of the works of scientists (L. Lipshyts, T. Kolodko, L. Topchiy, etc.) show that for the effective formation of socio-cultural competence of future foreign language teachers it is necessary to emphasize the socio-cultural component in teaching foreign languages in pedagogical college. The main task is to identify the links between the language and culture of the people who speak this language. With traditional explanatory and illustrative learning, it is difficult for pedagogical college students to make such connections. To make this process more effective, teachers should pay special attention to socio-cultural aspects in existing texts, or add specially prepared socio-cultural material to classes. That is why one of the conditions for the formation of socio-cultural competence of future foreign language teachers is the study of national and cultural features and specifics of national communicative behavior of foreign speakers in the pedagogical college [2].

For example, we offered students the following topics for in-depth study: «British culture», «Culture and traditions of England», «Time is money», «Theater at Shakespeare's home», «Home and football», «British universities», «London is the capital of world fashion», «Culture of the United Kingdom», «British directors», «British population: national composition, languages, religions», «English language etiquette».

In the formation of socio-cultural competence of future foreign language teachers it is important to ensure the value orientation of students to socio-cultural activities in the process of integrated use of traditional and innovative teaching methods. In order to form the socio-cultural competence of future foreign language teachers, they used such innovative methods as "Microphone", "Brainstorming", "Carousel", "Aquarium", project method, small group work, case technologies and more. Of course, in the formation of socio-cultural competence of future foreign language teachers, we actively used the possibilities of information and communication technologies, as they expand the capabilities of the teacher in the formation of the studied quality.

The method of analysis of specific situations of socio-cultural content is important in the formation of socio-cultural competence of foreign language teachers.

In the process of forming the socio-cultural competence of future foreign language teachers, a significant role is played by Internet communication, communication via the global computer network Internet. We actively used one of the popular means of Internet communication, Google ClassRoom. Records (articles, messages, socio-cultural videos) were posted in this Web space, and they were regularly updated and replenished. Students visited this resource with great interest, because it is well known that interactive technologies are based on communication, and Web technologies are one of the modern means of communication, which should be used in teaching in general and in the formation of sociocultural competence of future foreign language teachers.

Substantiated pedagogical conditions are the basis of our developed structural and functional model of socio-cultural competence of future foreign language teachers (Fig. 1), consisting of the following blocks: target (purpose and objectives for the formation of socio-cultural competence of future foreign language teachers); conceptual (methodological approaches; pedagogical conditions); procedural (stages of formation of socio-cultural competence of future foreign language teachers); effective (expected result).

The criteria for determining the level of formation of the information and cognitive component of socio-cultural competence of future foreign language teachers are axiological, linguistic and cultural, practical and communicative.

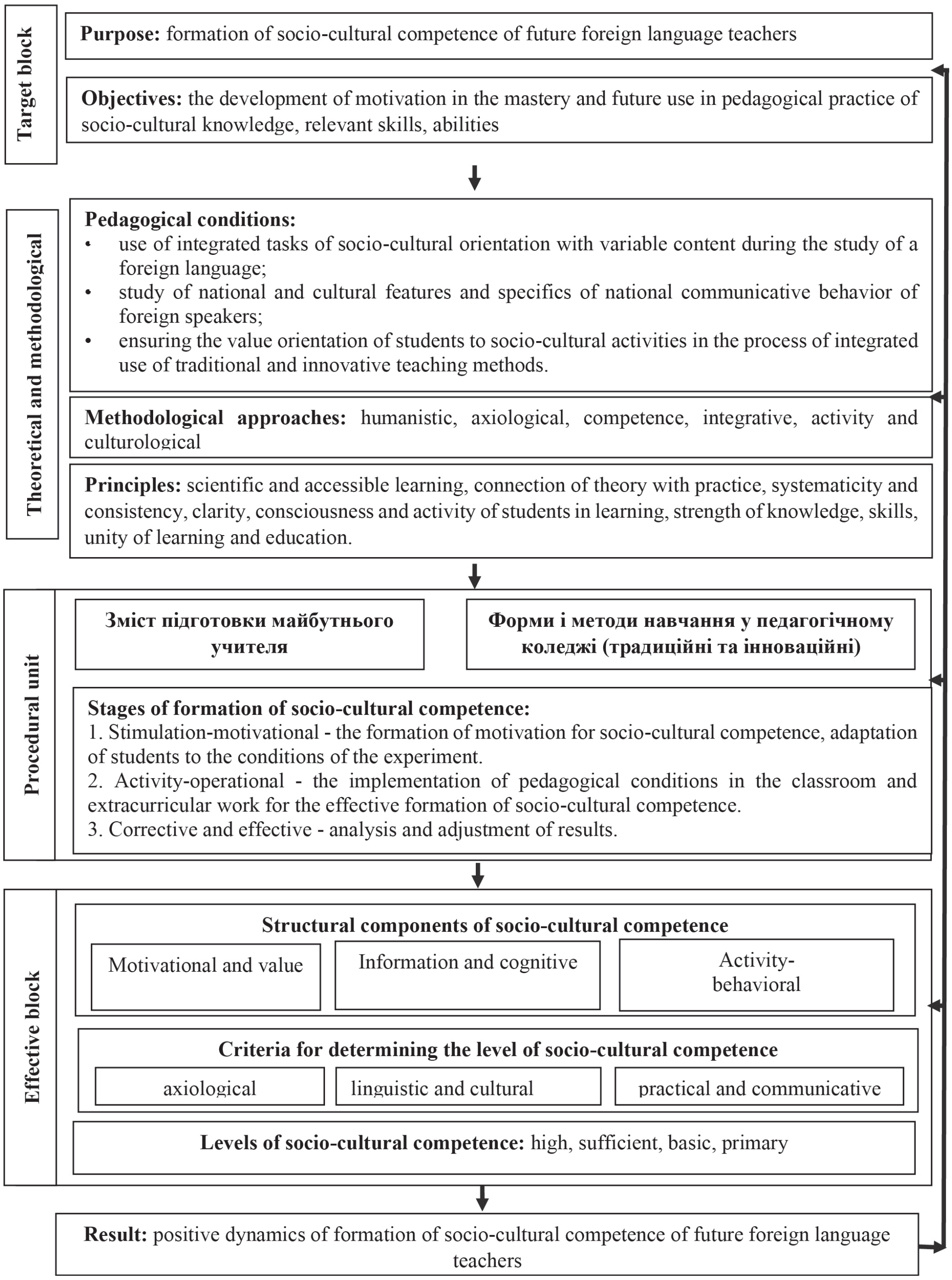

Fig. 1. Structural and functional model of formation of socio-cultural competence of future foreign language teachers

Indicators of the axiological criterion of socio-cultural competence of future foreign language teachers are as follows: motivation in mastering and future use of socio-cultural knowledge in pedagogical practice; the need for the formation of socio-cultural competence; awareness of the importance of socio-cultural competence for future professional activity; tolerant and emotional attitude towards representatives of different ethnic groups, native speakers and cultures.

Indicators of the linguo-cultural criterion of socio-cultural competence of future foreign language teachers are: socio-cultural knowledge, level of awareness of national and cultural features of native speakers of Ukrainian and foreign languages; knowledge of the peculiarities of effective communication in a multinational environment; willingness to use socio-cultural knowledge in professional pedagogical activities.

Practical-communicative criterion of socio-cultural competence of future foreign language teachers is characterized by indicators: skills and abilities to use socio-cultural knowledge in specific socio-speech situations; skills of organizing socio-cultural activities with students; experience of communication in a multicultural environment; reflection on the results of their own socio-cultural activities.

According to the defined criteria and indicators, a set of methods for diagnosing socio-cultural competence of future foreign language teachers was selected: observation, questionnaires, T. Ilyina's "Motivation to study in free education" method, method of studying learning motives (modification by A. Rean, V. Yakunin), method expert assessments.

The developed criteria and indicators made it possible to distinguish four conditional levels of formation of socio-cultural competence of future foreign language teachers in the process of professional training in the pedagogical college: high, sufficient, basic and initial level.

The gradual implementation of pedagogical conditions for the formation of socio-cultural competence of future foreign language teachers (stimulating-motivational, activity-operational, correctional-effective) provided actualization and deepening of basic regional, linguistic and socio-cultural knowledge and skills based on intra-subject and interdisciplinary links.

The results of the observational experiment showed an insufficient level of socio-cultural competence among students of the Pedagogical College. Teachers of colleges explained mainly the basic and initial level of socio-cultural competence of students by the lack of focus of the educational process of pedagogical colleges on the formation of socio-cultural competence of future foreign language teachers.

During the formative stage of the pedagogical experiment, the author and teachers of pedagogical colleges, who worked according to the method proposed by the author, selected authentic texts and assignments for foreign language classes, excerpts from literature of the country whose language is studied, samples of dialogues, speech samples and formulas. -communicative situations for the organization of interactive interaction, etc. The use of modern journalistic materials to form future teachers of English socio-cultural competence in the college due to the fact that the above tools are a fragment of national culture, which contains information about political, economic, socio-cultural processes of modern English society and reflects the specifics of worldviews. - representatives of another culture. The positive influence of the introduced methods in working with students of the experimental group was stated, which helped to increase the level of development of their socio-cultural competence.

The dynamics of the formation of socio-cultural competence of future foreign language teachers before and after the experiment is shown in Figure 1.

As can be seen from Figure 1, if before the experiment in EG there were 38.6% of students with the initial level of socio-cultural competence, then after the experiment, in EG there were 12.28%; in CG it was 39.7%, and it became 37.22%; 39.1% of students had a basic level in EG, 38.7% in CG, and 49.71% of students in EG, and 40.78% in CG; with a sufficient level in EG was 13.2%, in CG - 13%, and became in EG 21.05%, and in CG - 12.29%; with a high level in EG was 18%, in CG - 17%, and after the experiment with a high level in EG was 16.96%, in CG –6.7%.

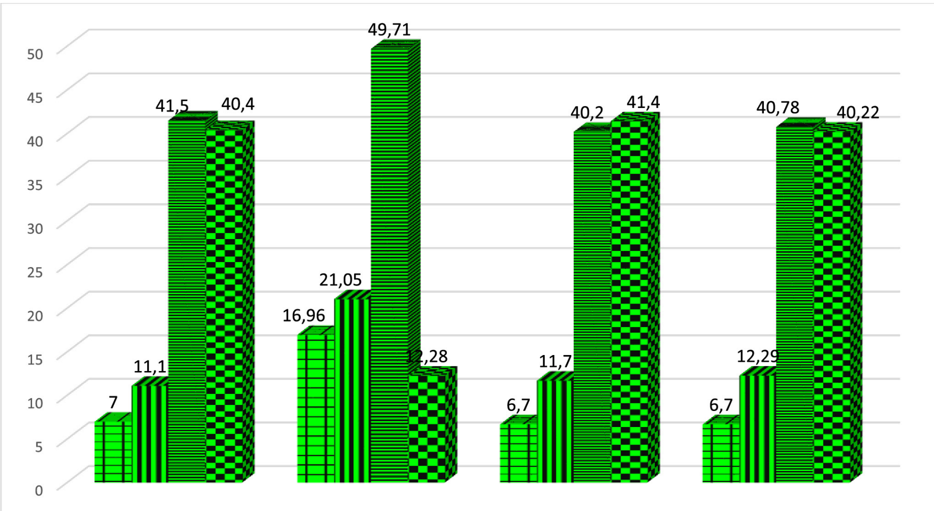

Fig. 1. Dynamics of socio-cultural competence of future foreign language teachers

Thus, the information obtained as a result of the study shows an increase in levels of socio-cultural competence in students of the experimental group. Comparison of indicators of control and experimental groups gives grounds to consider introduction of a technique of realization of pedagogical conditions and structural-functional model of formation of sociocultural competence for students of pedagogical colleges effective and expedient. Using the non-parametric Pearson agreement criterion ($\chi2$) certified the statistical significance of these changes (α=0,05). So, the goal is achieved, the tasks are solved, the hypothesis is confirmed.

Conclusions. The effectiveness of the method of realization of pedagogical conditions of formation of sociocultural competence of future foreign language teachers in the system of pedagogical college is theoretically substantiated and experimentally checked: use of integrated tasks of sociocultural orientation with variable content while studying foreign language; study of national and cultural features and specifics of national communicative behavior of foreign speakers; ensuring the value orientation of students to socio-cultural activities in the process of integrated use of traditional and innovative teaching methods.

The developed structural and functional model of formation of socio-cultural competence of future foreign language teachers contains blocks: target (purpose and tasks for the formation of socio-cultural competence of future foreign language teachers); conceptual (methodological approaches; pedagogical conditions); procedural (stages of formation of socio-cultural competence of future foreign language teachers); effective.

Substantiated pedagogical conditions are the basis of the developed method of implementing pedagogical conditions for the formation of socio-cultural competence of future foreign language teachers, which contains three successive stages: stimulation-motivational - formation of motivation, adaptation of students to experimental conditions; activity-operational - the implementation of pedagogical conditions in the classroom and extracurricular work for the effective formation of socio-cultural competence; corrective and effective - analysis and adjustment of results. The developed methodology comprehensively reflects the purpose, objectives, principles of socio-cultural competence of future foreign language teachers, stimulation-motivational, activity, correctional-effective stages, appropriate forms and methods of development of the studied quality. Among the methods used at these stages: exercises; creative tasks; writing works of thought; games: business, plot, situational-role; interactive methods: «microphone», «carousel», «aquarium», «brainstorming»; case technologies; project method, etc.

The results of the formative stage of the experiment confirmed the effectiveness of the method of implementing reasonable pedagogical conditions for the formation of socio-cultural competence of future foreign language teachers, which provided a comprehensive development of components of socio-cultural competence of future teachers. In the experimental group, in contrast to the control, at a statistically significant level decreased the number of students with the initial level of socio-cultural competence (from 41.4% to 12.28%), and at the same time increased the number of students with high (from 7% to 16.96%) the level of development of socio-cultural competence. Statistical processing of the obtained results confirmed the significance of these changes.

The study, of course, does not claim to be an exhaustive consideration of all aspects of the problem of forming socio-cultural competence of the individual. Prospects for further research are to clarify the possibilities of information and communication technologies in the formation of socio-cultural competence of future foreign language teachers; formation of socio-cultural competence of future teachers in the process of pedagogical practice, study and generalization of foreign experience of formation of socio-cultural competence of future teachers.

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THE QUESTION OF THE READINESS OF PHYSICAL EDUCATION TEACHERS TO WORK IN AN INCLUSIVE EDUCATIONAL ENVIRONMENT WITH THE USE OF INNOVATIVE AND INFORMATION TECHNOLOGIES

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Annotation. *The question of the level of readiness of physical culture teachers to work in an inclusive educational and innovative environment in educational institutions of Ukraine was considered. An analysis of the educational programs of higher education institutions in the specialty 014.11 Secondary education (Physical culture) was carried out. The priorities of the professional growth of the physical education teacher according to the level of his readiness to work in an inclusive educational environment are outlined.*

Keywords: *physical culture, inclusive educational environment, readiness levels, innovative technologies, information technologies.*

Formulation of the problem. The training of physical education teachers to work in an inclusive educational environment is an important step towards the manifestation of the European level of humanity in Ukrainian educational institutions, providing the opportunity for children with special needs to develop physical qualities not in specialized institutions, but in ordinary gymnasiums, lyceums, vocational and technical institutions, professional colleges together with other education seekers.

The professional training of future teachers of physical education should undoubtedly be based on the introduction of innovative technologies into the inclusive educational process. A high level of knowledge of the theory and teaching methods, the latest innovative practical approaches, the ability to apply them when working with children with various nosologies, the ability to share one's own experiences using informational content - all this is evidence of significant professional growth and the degree of readiness of the teacher to work in any conditions today.

Presenting main material. In today's world, it is difficult to imagine the work of a teacher without the use of innovations and information technologies. Three years of experience working in a remote format formed the image of a teacher - mobile, technologically literate, innovatively progressive, humane and empathetic. Teachers of various fields compete for the primacy of "being interesting" to the student of education, accessible technically and in terms of the level of presentation of the program material, diverse and creative. All this is quite successfully implemented in many theoretical disciplines. As for physical education: three years ago, at the first stages of full-fledged online education, physical education practically disappeared from the schedule of many educational institutions, because teachers had no idea how to remotely teach a child to play sports games or the basic techniques of performing a number of physical exercises.

With the change in the role of inclusion in education, the expansion of its boundaries and tasks defined in the legislation, namely - “no child should feel different and excluded from educational, cultural and social processes”[2], the physical education teacher has new challenges era: how, by mastering online, a variety of physical exercises with physically healthy students, not to bypass the development of physical qualities in children with special educational needs (SEN).

According to the content of the key components of the NUSH Concept, the teacher is given new roles - “not as a sole mentor and source of knowledge, but as a coach, facilitator, tutor, moderator in the individual educational trajectory of a child” [3, 20], i.e.: he is a motivated successful teacher who knows how to learn by himself and teach others, solve many problems, lead his students even at a distance. There is a situation when the legislation, in our case, sets specific tasks for the physical education teacher, but does not contribute to their quick implementation, since since 2016, no tabs with recommendations, innovations have appeared on the website of the Ministry of Education and Culture of Ukraine in the “Inclusive Education” section for work in the field of physical development of students with special educational needs, there are no links to educational platforms, and from those available on the network, no clear steps are outlined regarding the education of children with special educational needs in physical education classes.

The idea of the flexibility of inclusive physical education, its individualization in the conditions of mass education [4] is consistent with the plasticity of self-education and the search for innovative teacher approaches to work with each child, including special education. Undoubtedly, the state should not be aloof from new challenges in the field of education, but should set the task of quality training before the institutions of higher education that prepare future teachers of physical culture, since not every specialist has the natural ability to quickly respond to changes in the educational field. The foundation of professional activity should be laid in the student years, adopting the experience of successful teachers during practice, studying the achievements of foreign teachers-innovators, comparing current examples of educational systems that can be applied in inclusive physical culture.

An analysis of the current educational programs of higher education institutions that prepare specialists - bachelors and masters, to work in general educational institutions of Ukraine in the specialty 014.11 Secondary education (Physical culture), approved until 2022, showed the absence in the list of disciplines that are directly aimed at training future teachers physical culture to work in an inclusive educational environment. For example, in the educational and professional program of the relevant specialty of the National University of Physical Education and Sports of Ukraine, the list of professional competencies of the specialty states - “ensuring the life and health of students (including those with special needs), their motor activity in the educational process and extracurricular activities" [5, 8]. However, in the specified list of disciplines of the educational program, only the "Methodology of physical education with students with impaired health" roughly directs future teachers of physical culture to work with students with special educational needs, namely according to the physical indicator, although the list of categories, which for the first time was defined in the Regulation on inclusive resource centers in 2021 (with changes) [6], significantly expanded, these are: intellectual, educational, socio-adaptive, functional, physical. Currently, the presence or absence of a person's special educational needs does not depend on his state of health or established diagnosis.

At the second (master's) level in the educational program «Secondary education (Physical culture) in the subject specialty 014.11, students of the National University of Physical Education and Sports have the opportunity to study the discipline «Methodology of classes with students of special physical groups» [7], but currently the principle is relevant inclusive education, which consists in the fact that: all children should study together, taking into account all the difficulties and differences that exist between them. That is, singling out special physical groups and working exclusively with children with special physical needs, separately from physically healthy students, is currently not a priority in general education institutions. It is worth acquiring knowledge that would allow combining the work of joint classes - inclusive classes, if such classes officially appear in the educational institution. Do future teachers of physical culture have the opportunity to acquire knowledge in institutions of higher education that would help, adjust, contribute to quality preparation for work in the conditions of an inclusive educational environment? The question is currently open.

In the educational programs for the subject specialty 014.11 «Secondary education (Physical culture) of other institutions of higher education, which prepare future teachers of physical culture, there are the following subject disciplines: «Organization and methodology of health physical culture», «Innovative pedagogical techniques in physical education of students», «Therapeutic physical education», which provide selective knowledge that will be needed for the professional activity of a future physical education teacher when working with children with special needs, however, a young specialist will not receive clear methodological recommendations without self-education and mastering innovative technologies after graduating from a higher education institution.

The analysis of educational programs approved in 2022 in the specialty 014.11 «Secondary education (Physical culture) showed the presence of new professional subject competencies aimed at preparing specialists to work in an inclusive educational environment in only one institution of higher education. The relevant educational program of Ternopil National Pedagogical University named after Volodymyr Hnatyuk is designed to train specialists who are «capable of providing inclusive education in physical culture, providing favorable conditions for each student in accordance with his abilities, opportunities and needs» and «capable of applying the latest technologies and modern effective methods training, education and development in physical education classes» [8]. It should be noted that the list of disciplines includes one aimed at preparing future teachers of physical culture to work in an inclusive educational environment - «Inclusive education and physical education in special medical groups», but again we observe contradictions with the main principles of inclusive education, which emphasize on the necessity of teaching children with SEN together in joint classes, without separating them into special medical groups.

It is quite difficult to combine in the training programs of future physical culture teachers the volume of knowledge necessary for the work of graduates in an inclusive educational environment. Therefore, self-education plays an important role in the preparation of a future teacher: tracking changes and quick reaction to their adoption; participation in webinars, seminars, workshops, round tables; constant professional development, especially regarding training and application of innovative and information technologies; live communication with colleagues regarding the approbation of already known methods.

The difficulty of training a physical education teacher to work with children with special needs lies in mastering a significant amount of knowledge from various areas - psychology, medicine, physiology, correctional pedagogy, speech therapy, physical rehabilitation, therapeutic physical education, and others, in order to maximize the positive result of his work with each child, since there are no children with the same educational needs. In addition, the ability to build communication with parents, who have different reactions to a possible similar situation, is also an important aspect of joint work. It is definitely worth systematically mastering new knowledge, innovative and information technologies, so that the inclusive educational process does not become a problem for the teacher, the educational institution, and every child with special needs.

The priorities of the physical education teacher's professional growth, the level of his readiness to work in inclusive classes should be:

- high level of culture of communication and self-education;
- positive acceptance of children with different nosologies;
- elimination of prejudiced attitudes, the desire to develop the physical qualities of every child without exception, and not to turn his stay in class into a problem;
- application of innovations, information content, video showings of a positive example of a full-fledged life of people with special needs in society who do sports, work, travel;
- own example of a physically healthy lifestyle.

Currently, we idealize the state of readiness of physical culture teachers in Ukrainian educational institutions to work in an inclusive educational environment, since the rather rapid development of events - the closing of specialized institutions for children with special needs and the opening of inclusive classes in educational institutions, created the problem of shifting responsibility to ordinary teachers who are neither methodically nor psychologically ready to accept all the challenges of innovations.

N. Shchekotylina notes that future teachers of physical culture should be prepared in advance to work in a barrier-free educational environment, this, in turn, encourages the introduction of innovation into the presented educational environment [9, 216]. That is, following the sequence of stages of training physical culture teachers to work in an inclusive educational environment, which would necessarily have to first pass all stages of educational, and then practical activities - would give fruitful results of high-quality training with the use of innovations without the risks of obtaining a negative final result. Today, we only have the opportunity to «retrain» and «retrain» ready physical education teachers who are psychologically ready to make an attempt to become part of inclusive education. However, this process is currently impossible without the use of information technologies, therefore the role of the physical education teacher, the content of his activity, relative to what is generally known to us, is changing significantly. Accordingly, the «portrait» of a physical culture teacher of a modern Ukrainian school should be complemented by inclusive and informative competencies.

We feel how significantly the role of the physical culture teacher is changing. The challenge of the time is to get rid of the anti-innovative, anti-informational barriers that have settled in the minds of many honored teachers. Today, it is impossible to be a teacher of physical education in an inclusive class, group, working for a common result, namely physical activity and the comfort of a child's stay in a team, and not to be an innovative teacher, because an individual approach to each child with special needs encourages the development of new methods , techniques, projects, innovations.

Observation of the process of creating inclusive classes in secondary schools revealed a number of problems, especially in wartime: insufficient funding, as a result - lack of special equipment, inventory, teaching aids; a decrease in the number of teaching staff - a staffing crisis, especially in regions where hostilities took place and continue. However, compared to other years, parents and children have a less prejudiced attitude towards the appearance of a child with SEN in the team - a manifestation of nationwide empathy. Also, the remote form of education gives teachers the opportunity to plan time for self-study, to master innovations, but it takes away the opportunity to practically interact with children with special needs.

To determine the needs and problems of readiness to work with students who have special educational needs, a survey was conducted among colleagues of professional colleges who currently work in educational institutions and have experience working with different categories of students [https://forms.gle/hwBVhr9c94LtRg8R7]. Only 25.9% of respondents answered that they have a good command of the terminology and are familiar with the regulatory documentation on inclusion in education. The same indicator, interviewed educators, rate their level of readiness to work with children with SEN as high (Fig. 1.).

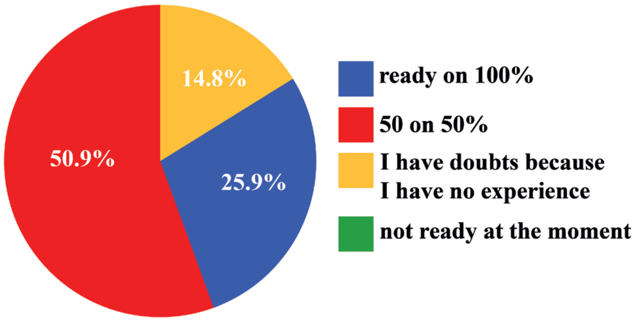

Fig. 1. Assessment of the level of readiness to work with students from OOP of teachers of vocational colleges of the Vinnytsia region

However, more than 74% of specialists who have experience working in vocational education institutions, perhaps previously worked in general education institutions, feel unprepared, for various reasons, to develop physical qualities, without professional help, in students with special needs.

Physical education teachers of vocational colleges need the help of specialists to master the specifics of working with students with physical disabilities, and an assistant for joint coordinated work, as well as the provision of appropriate special equipment in the educational institutions where they work (Fig. 2).

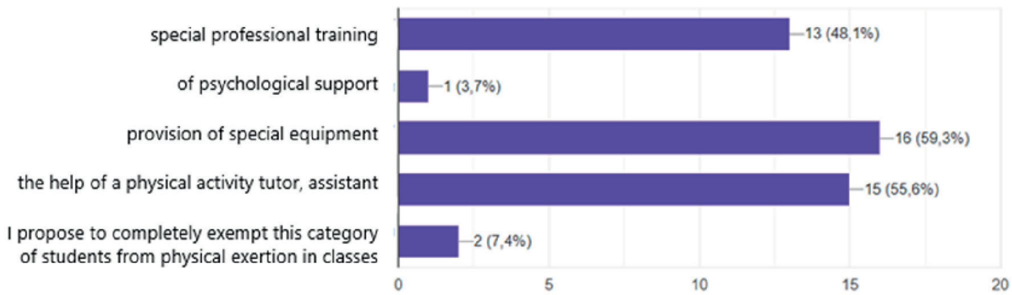

Fig. 2. Areas of needs of physical education teachers for assistance in working with students during classes at vocational colleges

As the results of the survey show: the problems of preparing for work with students of OOP are not only for future teachers of physical culture, but also for specialists with work experience. However, it is worth recognizing that the role of a teacher, a physical culture instructor in an educational institution in an inclusive educational environment is very important, because it is physical exercises, the non-standard circumstances of the learner's stay in an educational institution, that will contribute to the rapid formation of new skills of a child with special needs. That is why training and professional assistance in understanding the use of the latest methods, innovations, the ability to successfully use information sources should be provided in a sufficiently short period of time, and established by state standards.

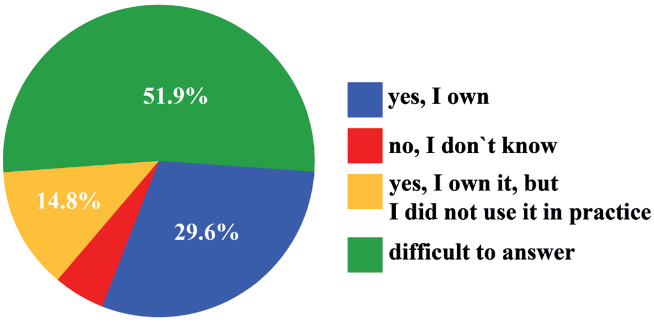

Fig. 3. The level of mastery of special methods of teaching students with OOP among teachers of physical education of vocational colleges

Currently, we have a survey result that shows that the knowledge of the content of special methods for working with students with physical disabilities during physical exercises in educational institutions and the ability to implement them in practice are available to a small number of physical education teachers. The rate is much lower among graduates of higher education institutions, as the lack of disciplines in the programs that would prepare them to work in an inclusive educational environment leads to confusion in the face of new challenges in education with the emergence of inclusive education.

It is equally important for a future physical education teacher, as well as a specialist who already works in an educational institution, to be able to proofread regulatory documents, since work with a child with SEN will begin precisely with the substantiation of certain provisions of the legislative framework that regulates the work of inclusive education.

From January 1, 2022, the Resolution of the CMU of September 15, 2021 No. 957 On Approval of the Procedure for Organizing Inclusive Education in General Secondary Education Institutions came into effect - the main document that should be familiarized with before starting work in an inclusive class. Subsequently, pay special attention to the individual development program drawn up by the team of psychological and pedagogical support in order to know what difficulties and needs we are dealing with in order to skillfully coordinate the directions of work. Once again, we are convinced that working with children with special needs will require special training, both methodical and innovative, and technological and informational.

The leading aspect in the work of a physical education teacher in an inclusive class is the combination of educational and corrective work, which will require additional knowledge, efforts and self-improvement - psychological readiness, the level of acceptance of each child.

Therefore, the main indicators of a physical education teacher's readiness to work with children with disabilities are professional and psychological readiness:

1) professional readiness is formed during the period of study at a higher education institution, later - self-education and continuous improvement of the qualification level:

knowledge of pedagogical technologies, innovations, methods, knowledge of changes, knowledge of the regulatory framework, physiological and anatomical features of children with various nosologies, readiness for professional interaction with specialists of the inclusive resource center, parents;

2) psychological readiness goes through certain stages of acceptance or rejection of a child with SEN. It is more difficult for a young teacher of physical culture to bypass the stage of open or hidden resistance, because fear of the unknown, lack of experience in working with various features of the child's development or condition is added. Sometimes a psychological barrier stands in the way - complete reluctance to work in an inclusive classroom. The situation is evened out when the specialist manages to master his condition and challenges his emotions, gets involved in the activity and demonstrates pedagogical skill, thereby planning a positive result of joint work.

Conclusions. The question of the readiness of future teachers of physical culture, specialists who currently work in educational institutions, to work in an inclusive educational environment with the use of innovations and information technologies, will always be relevant and will step along with the emergence of new needs in inclusive education.

An inclusive physical education teacher is a skilled teacher, a versatile specialist who is able to teach, support, guide, satisfy the emotional expectations of any child, be able to create an atmosphere of joyful learning, and at the same time provide appropriate conditions for physical development and, most importantly, not harm any child.

In our opinion, the main criteria for a physical education teacher's readiness for inclusive activities are:

1) professional competence, the foundations of which begin to be laid during studies at a higher education institution;

2) the ability to self-educate - the desire to learn and develop professional knowledge throughout the entire professional activity;

3) innovativeness, creativity, creativity;

4) digital and information literacy;

5) the ability to plan a positive result of each child's achievements and solve non-standard situations;

6) the ability to quickly respond to changes in the legislative framework of inclusive education;

7) emotional stability, stability;

8) openness to cooperation with the involved persons;

9) the ability to build communicative cooperation with relatives and children;

10) the ability to analyze one's own work and correct shortcomings.

Currently, there are quite a few problems in the issues of promoting the training of future physical culture specialists to work in an inclusive educational environment. The question is important, because it is impossible to allow specialists who are not motivated, without the appropriate level of professional knowledge, unrestrained in the manifestations of their own emotions, and have no desire to master innovations and digital technologies to work with children with special needs. It is difficult to rebuild a specialist with considerable work experience, but it is worth making maximum efforts when training future specialists.

There is a need to make changes to educational programs that train specialists in specialty 014.11. There is a need to conduct additional educational webinars, seminars, advanced training courses that will demonstrate effective methods for working with children with SEN in physical education classes in educational institutions.

The level of readiness of physical culture teachers to work in an inclusive educational environment can increase in the process of pedagogical activity, but, as changes in today's education require, with the use of innovative and information technologies, this process will be significantly accelerated.

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MEDICINE AND DENTISTRY

DEVICE FOR DETERMINING THE MECHANICAL PARAMETERS OF THE BONE TO SELECT TACTICS OF TREATMENT FOR AN OPEN FRACTURE OF THE LOWER JAW WITH A TOOTH IN THE FRACTURE GAP

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Annotation. *Clinical examination methods (objective examination), X-ray methods (computed tomography). 60 patients were examined and treated. In the treatment, a device was used to determine the mechanical parameters of the bone №150086 dated 30.12.2021. Surgical treatment took place for 6 months on the basis of Kyiv city clinical hospital №12, MDF №2 in Kyiv from 01.02.2022 to 01.08.2022.*

Among patients of all groups there were 40 men and 20 women. The age of the patients ranged from 18 to 60. In 40 patients, the following diagnoses were observed: unilateral fracture of the angle of the lower jaw (group I; 10 patients); bilateral fracture of the angle of the lower jaw (group II; 20 patients); double fracture of the lower jaw (group III; 10 patients). A positive symptom of direct and indirect stress in the fracture areas was noted in all 60 patients.

Scientific novelty: determination of the optimal bone area for the application of bone fixators using a device for determining the mechanical parameters of the bone №150086 dated 30.12.2021. Improving the efficiency of tooth fixation in the fracture gap.

One of the important factors remains the peculiarities of the biomechanical behavior of the fixator-bone system in this case determined by the presence of a contact zone of bone fragments, which makes it possible to directly perceive part of the load and, due to this, to unload the plate in the fracture area. After repositioning and immobilization of fragments of the lower jaw, it is necessary to create conditions for the processes of reparative osteogenesis.

Keywords: *determination of mechanical parameters of the bone, fractures of the lower jaw, tooth in the fracture gap, diastasis of the bone wound, reposition, immobilization of fragments of the lower jaw.*

Actuality. There is a steady trend towards an increase in the frequency of bone trauma in the maxillofacial region, and at the same time the number of severe detrital, multiple fractures and concomitant injuries increases. A sufficient number of unsatisfactory results of surgical treatment of fractures of the facial skull, due to loosening and destruction of fixing structures, remains high and amounts to 13–35% [1]. Due to its unique anatomical structure and structural organization, the lower jaw provides effective perception, redistribution and transmission of chewing load, the amount of which can reach 1000–1500 N.

Loads are mainly perceived by the plate and transferred to the bone tissue of the fragments in the area of the fixing screws. Under the condition of dense contact of bone fragments, biomechanically adequate location of the fixator and the presence of retention points on the wound surface of the fragments of the lower jaw, conditions are created for direct perception of the load by bone tissue in compression zones, which significantly relieves the plate. Under these conditions, fixators with less rigidity and strength can provide the necessary stability of fragments even in conditions of early mobilization of the mandible.

It is known that the choice of the optimal type of fixator, which provides sufficient reliability with minimal invasiveness of the intervention and a decrease in the severity of negative biological effects, requires taking into account several factors: the type of fracture (monoblock or multi-block, with or without a bone defect, oblique or transverse, etc.); localization of the fracture; fracture surface relief; the presence of retention points; load and features of the stress-strain state of the bone in the fracture zone, due to the bite force and muscles of various anatomical groups. In different anatomical and functional areas of the facial skull, it is advisable to use different types of fixators.

Today's maxillofacial surgery for fixation of bone fragments in fractures of various locations widely uses titanium plates and screws for osteosynthesis, which fundamentally allow for reliable retention of fragments in three planes for the entire period of fracture consolidation. There are a significant number of publications regarding the substantial disadvantages of this method of fixation, which cause a number of negative effects in the late postoperative period and the need for additional surgical interventions to remove the fixator, which provides for additional surgical discomfort, risks and associated socio-economic costs [2-4]. It is also necessary to note the limited use of such metal fixatives in children and adolescents, as well as the possibility of bacterial insemination of bioinert plates [7-12].

The difference in the physical and mechanical properties of the bone and the metal from which the plate is made (the modulus of elasticity of titanium, for example, is greater than the modulus of elasticity of cortical bone by almost an order of magnitude), distorts the natural distribution of stresses and deformations within the bone tissue. The long-term stay of the fixator in the fracture area leads to the fact that the bone tissue, deprived of the influence of natural mechanical loads, loses its mineral saturation and undergoes atrophy or local resorption – the so-called mechanical shunt effect occurs [13]. In addition, the use of titanium fasteners is often accompanied by metal corrosion, the development of chronic inflammatory processes, neurological symptoms in the area of the titanium implant, sensitization of the body to the components that are part of the fastener [14]. There are known cases of migration of the fixator in the bone tissue. Fixators are x-ray permeable, so they do not interfere with computer or magnetic resonance imaging and allow the postoperative appearance of the fracture to be clearly visualized on radiographs. A good advantage is also that the physical and mechanical properties of bone tissue and polymer material are comparable, which provides a more physiological distribution of stresses inside the bone and does not deprive it of the influence of 10 natural mechanical loads, which is an important factor in the regulation of reparative regeneration and restructuring of bone tissue [15].

Plates and screws for osteosynthesis, which are made of biodegradable materials, are larger and weaker than their titanium counterparts, they require a heat source to facilitate bending, the working time is limited, and the screws are not self-differentiating. The use of biodegradable polymeric fixators is inappropriate for functionally unstable, biomechanically unfavorable fractures, in particular, in cases where the fracture surface does not provide retention of fragments in a given position, when the fracture zone bears an increased muscle load, and bending deformations dominate in the area of the fixator installation, and in the case when the anatomical complexity of the bone relief does not allow adapting and fixing the polymer plate. That is, it is advisable to use biodegradable polymer fixators for fractures of the bones of the facial skull in areas that do not bear a significant load (the upper and middle thirds of the facial skull and certain areas of the lower jaw), and for biomechanically favorable fractures of the maxillofacial area in areas that undergo tensile deformations — compression. The peculiarities of the use of bioresorbable plates in various anatomical and functional areas of the facial skull have not been sufficiently studied, which is largely due to doubts about their ability to perceive functional stresses for a long time without destruction and irreversible deformations [16]. According to the literature, in terms of complications, polymer osteosynthesis is not inferior to metal osteosynthesis.

The purpose of the study is to determine the stiffness and elasticity of bone tissue and improve the effectiveness of treatment of patients with open mandibular fractures with a tooth in the fracture gap.

Materials and methods. 60 patients were examined and treated. In the treatment, a device was used to determine the mechanical parameters of the bone №150086 dated 30.12.2021. Surgical treatment took place for 6 months on the basis of Kyiv city clinical hospital №12, MDF №2 in Kyiv from 01.02.2022 to 01.08.2022.

Among patients of all groups there were 40 men and 20 women. The age of the patients ranged from 18 to 60. In 40 patients, the following diagnoses were observed: unilateral fracture of the angle of the lower jaw (group I; 10 patients); bilateral fracture of the angle of the lower jaw (group II; 20 patients); double fracture of the lower jaw (group III; 10 patients). A positive symptom of direct and indirect stress in the fracture areas was noted in all 60 patients.

Results of the study. Patients aged 18 to 60 years, among them 40 (67 %) men and 20 (33 %) women, all 60 patients (100 %) had changes in facial configuration due to post-traumatic edema in the area of injury in 25 patients (41 %).

Unilateral fracture of the angle of the lower jaw was found in 20 patients. Direct and indirect stress in the fracture areas was noted in all 60 patients. Violation of the sensitivity of the skin in the region of the lower lip and chin was recorded in 60 patients upon admission. A study of tactile and pain sensitivity of the skin was also carried out using palpation to identify traumatic injuries.

Patients underwent osteosynthesis of the lower jaw using titanium mini-plates, using the device for determining the mechanical parameters of the bone №150086 dated 30.12.2021, which allows to increase the accuracy of the measurement due to the creation of the optimal mechanical design of the device. Thus, ensure reliable fixation of plates and screws, which will allow for reliable fixation and reduce the percentage of post-operative complications. Upon admission, the patient was found to have a bilateral fracture of the lower jaw in the area of 48, 33 teeth. Diastasis before surgery in the area of the 48th tooth was up to 2 mm, in the area of the 33rd tooth up to 2.5 mm, and after surgery on the 7th day it was 0.2 mm in the area of the 48th tooth, and 0.5mm in the area of the 33rd tooth.

However, the position of the third molar and its presence or the existence of displacement of fragments in the future decide the tactics of treatment. Third molars that were semi-retined or completely cut through in the fracture plane were removed in the operating room with one-moment metal osteosynthesis, but in the presence of a fully retined third molar, its removal was performed only when the displacement of the lower jaw fragments was noted. Patients who were admitted with a completely erupted third molar without displacement of the fragments underwent conservative treatment.

Fragments were fixed using titanium mini-plates or nickel-titanium staples. Before that, a diagnosis of bone tissue density was carried out with a device for determining the mechanical parameters of the bone №150086 dated 30.12.2021 and the place of installation of mini plates and screws was selected.

A device for determining the mechanical parameters of the bone №150086 dated 30.12.2021 thanks to the convenient ergonomics of the handle makes it possible to determine the bone density of the lower jaw in hard-to-reach places during surgery. The basis was the task of increasing the accuracy of measuring bone hardness by using the indenter rod, which is located at the end of the device. The hardness of bone tissue was determined by tightly pressing the device to the surface of the bone. The amount of immersion of the rod did not depend on the force of pressing the hardness tester to the bone E=3.9A-450.

If the displacement of the fragments was preserved after the initial reposition, surgical intervention was performed. Teeth located in the fracture line were removed when the patient was admitted. In the diagnosis of tooth pulp necrosis in the plane of the fracture, their endodontic treatment was performed. The viability of the teeth adjacent to the fracture line was assessed with the help of electro-odontology. All teeth on the lower jaw were also assessed upon admission before splinting and after splint removal. The scale of the current value and diagnosis was used: 2-8 μA – intact tooth or surface caries, 9-20 μA – caries, 21-50 μA – pulpitis, 51-60 μA – necrosis of the crown part of the pulp, 61-80 μA – necrosis of the root pulp, 81-199 μA – periodontitis [7].

A total of 60 patients with 70 fractures passing through the tooth socket on the lower jaw were treated. The main part of the examined patients, 30 (50 %) were admitted in the first 2 days after the injury, 10 patients were admitted in 48 hours, 8 patients in 3 days, 4 patients in 5 days, 7 patients in 6 days, 6 patients in 7 days, 5 patients in 8 days.

During the general examination, all 60 patients (100 %) had a facial configuration due to post-traumatic edema in the area of damage, hematoma – in 40 patients (67 %). A positive symptom of direct and indirect stress in the areas of the fracture was noted in all 60 patients. Violation of the sensitivity of the skin in the area of the lower lip and chin was recorded in 20 patients (33 %) upon admission. They also conducted research on the tactile and pain sensitivity of the skin with the help of a medical needle to detect after traumatic injuries. During intra-oral examination, occlusion was detected in 50 patients (83 %), mucosal tears were visible in 35 patients (70 %).

Conclusions. The use of the proposed method allows to increase the accuracy of the measurement due to the creation of an optimal mechanical design of the device for determining the mechanical parameters of the bone. Thus, ensure reliable fixation of plates and screws, which will allow for reliable fixation and reduce the percentage of postoperative complications. A necessary condition for rational methods of osteosynthesis of bone fragments of the lower jaw damaged by fractures is the connection of pre-mechanically stressed biological tissues and their fixation with a medical device.

If the tooth remains in the fracture area of the lower jaw, it is used as a support and improves fixation of the fragments, which in turn reduces the risk of oral fluid entering the wound and at the same time better consolidation of the fragments occurs. Complications occurred in 5 patients while maintaining the teeth in the fracture line. Namely, 2 teeth (48, 38), where the course of the fracture line passes through the tooth hole and 2 teeth (37, 47), where the fracture line passes obliquely through the tooth hole. The teeth were endodontically treated after trauma without rupture of the neurovascular bundle. One of the important factors is the preparation of the oral cavity and the sanitation of the teeth – these are important factors that make the process of wound regeneration faster in maxillofacial surgery. Thus, the decision to remove or preserve teeth in the fracture line should be made on the basis of the clinical picture with the calculation of modern research. After repositioning and immobilization of fragments of the lower jaw, it is necessary to create conditions for the processes of reparative osteogenesis.

The basis of success is the achievement of maximum diastasis of the bone wound and the comparison of fragments, which allows in the future to make the bite as natural as possible and restore it.

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THE PATHOGENIC INFLUENCE OF DIABETES MELLITUS ON THE COURSE OF PERIODONTAL DISEASE AND THE MICROFLORA OF THE ORAL CAVITY

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Annotation. *The aim of the work was to study the composition of the periodontal pathological flora and its sensitivity to antibiotics in patients with diabetes mellitus suffering from severe defects in the dentition using real-time polymerase chain reaction method. The study involved 56 people from 44 to 65 years old, who were divided into two groups (Group I - patients with a history of diabetes mellitus - 32 people; Group II – patients without a history of diabetes mellitus and had somatic periodontal disease – 24 people). Real-time polymerase chain reaction, as part of the study, is an effective method for diagnosing the problems of periodontal destruction due to the toxic effects of periodontopathogens and is also effective for selecting individual treatment tactics in patients who have complications of oral defects with endocrine pathology, including diabetes mellitus.*

Keywords: *polymerase chain reaction, diabetes mellitus, periodontitis, pathological flora of the periodontium.*

Introduction. The problem of diabetes mellitus (DM), which is one of the most common somatic diseases in the world, in orthopedic dentistry, the features of this disease are considered as a risk factor for severe and progressive forms of periodontitis, which leads to damage and destruction of the bone tissue of the oral cavity [1]. A specific feature of periodontal infection in the variant of its chronic course is an increase in the resistance of the oral tissue to inulin. This process is formed due to the release of cytokines from the inflammatory process and can also cause uncontrolled glycemia [2, 3]. Also, one of the important factors of periodontal damage is the concentration of glucose in the salivary glands, this phenomenon allows the active growth of various microorganisms in the oral cavity, resulting in the formation of abundant supra- and subgingival plaque, which in turn leads to a decrease in the protective mechanisms of periodontal tissues [4]. Nowadays, observing the trend of research that touches on the topic of inflammatory processes in the oral cavity, a frequent predictor of the occurrence is a variety of gram-negative anaerobic bacteria, that is, microaerophilic and resident obligate anaerobic microflora [5]. Also, the effect of DM on the oral cavity is complexly destructive, bone tissue and joint tissue are particularly noteworthy, this is associated with a violation of mineral metabolism, which affects the mobility of teeth and their subsequent removal, i.e. the need for orthopedic intervention [6].

Various changes and manipulations with the reconstruction of the position of the teeth or their replacement with dentures also have consequences in the form of retention points of plaque accumulation in the oral cavity, which leads to the activation of the reproduction of periodontopathogenic microflora, the activation of these microorganisms contributes to the development of inflammatory processes of the periodontium. To improve the treatment process of the oral cavity, taking into account not only clinical manifestations, but also personal moments of the biotic components of the patient's oral cavity, in the combination of such factors, it is necessary to appoint special laboratory tests for more accurate diagnosis and aspects of specific individual treatment of the patient, in such cases, polymerase chain reaction is prescribed (PCR). The PCR research method makes it possible to detect pathogenic microorganisms in the periodontium by extracting DNA, which is very important for further correction of the treatment of patients, i.e. to detect resistance to antibacterial drugs [5, 7, 8, 9].

Regarding the tactics of treatment of various periodontal diseases in combination with DM, modern studies approve the choice of antibiotic therapy, a multifactorial effect is also noted, special attention is paid to the effect not only on the organs of the oral cavity, but also on the normalization of hypoglycemia in DM patients with periodontal problems [2, 8].

The relevance of this problem lies in the fact that there is a need for an expedient choice of drug tactics in the case of a wide range of drugs, given their sensitivity to the oral microflora, for therapy in DM patients with periodontal inflammation and dentition defects.

The purpose of the study. To study the biotic composition of pathogenic microorganisms present in the periodontium, to reveal their sensitivity to drugs in real time in patients with diabetes mellitus, who have defects in the dentition using the PCR method of diagnosis.

Materials and methods. Observations were carried out in the period 2020-2021 in clinical laboratories at the clinical bases of the department of general dentistry of ONMedU. The study involved 56 patients, whose age ranged from 44 to 65 years, who had deformities and various defects in the dentition of the 1st and 2nd class according to Kennedy [10].

The patients were divided into two groups, the main group or the first group included patients in the number of 32 people, in whom the main dental diagnosis was accompanied by type 1 and 2 diabetes mellitus. The duration of DM in the patients of the first group was 6.4±2.6 years. The degree of compensation of the disease was also assessed according to the level of glycated hemoglobin, which was registered in HbAcl 8.71±2.11 %.

The second group or observation group included 24 people. Both groups were matched for age, sex, and dental status at the time of the study. The following number of patients who had a history of: diseases of the cardiovascular system, peptic ulcer of the stomach and duodenum, diseases of the thyroid glands and hypertension were excluded from the study.

The dental status of the patients was carried out with an explanation of complaints and anamnesis, dental deposits, the degree of tooth mobility, the condition of the mucous membrane of the oral cavity and X-ray examinations were revealed according to the clinical examination.

The next stage of the study was the registration of the periodontal index (PI) and the study of the pathological microflora of the oral cavity, using PCR diagnosis, which is a molecular genetic method. With the help of an amplifier, the sensitivity of trigger bacteria to antibiotics was determined, the main ones found in the development of periodontal inflammation are treponema denticola, actinobacilillus actinomycetemcomitans, bacteroides forsythus, prevotella intermedia. Informational consent regarding voluntary participation in the study was taken from the patients.

The obtained results underwent statistical processing using the "Statistica 8.0" and "Microsoft office" software packages. Our work included methods of parametric and non-parametric statistics to test the equality of variances in populations. The hypotheses were tested at a significance level of 0.05 using Student's (for small groups) and Fisher's tests in factor analysis.

Results of the study and its discussion. Examining the picture of the results of clinical and radiological examination of DM patients with periodontal diseases, some differences in the degree of severity were found in the observation group from the DM group (table 1).

Table 1

Comparison of the severity of periodontal disease between I and II groups

Severity of the disease	Mild	Average	Severe	p
I group	39.8 %	56.8 %	4.4 %	$p<0.01$
II group	79.7 %	20.3 %	-	$p<0.01$

As can be seen from the table above (table 1), the picture of the severity of periodontal disease in group I, that is, patients with DM has an approximate level of severity (mild and average) to each other, but in the same group, a severe level was observed only in 4.4 % of respondents. In the observation group, we can see a milder course of periodontal diseases, this can be understood from the results presented in the table 1, 79.7 % ($p<0.01$) of patients tolerate the degree of severity of periodontal disease in a mild form, 20.3 % ($p<0.01$) in the average form, and severe consequences in the control group were not detected.

In this analysis and distribution to the severity of the degree of bearing of the consequences of the disease, the following consequences were noted - a mixed type of bone tissue destruction, where destruction predominates vertically over horizontal crater-shaped and funnel-shaped bone pockets.

The next step was to identify the correlation of DM patients between the severity of the disease and the level of diabetes mellitus compensation. Therefore, in this case, the first group was divided into 3 subgroups according to the level of diabetes mellitus compensation and the severity of periodontal disease (tab. 2)

Table 2

Correlation of the severity of periodontal disease and compensation of DM in the I group

A group of patients	I group of patients with a diagnosis of DM		
A subgroup of patients depending on the severity of the disease	I subgroup with a mild degree of severity of periodontal disease	II subgroup with an average degree of severity of periodontal disease	Subgroup III with severe periodontal disease
HbAcl level	5.8±1.3 %	8.7±0.7 %	10.9±1.6 %

Based on the results of the analysis, we can draw conclusions about the dependence of DM in patients and the severity of the disease, and we can conclude from both of the above tables that the group suffering from DM has more pronounced consequences of tooth destruction, which is determined between the level of DM compensation and the degree severity of periodontal disease than in the observation group where there is no diagnosis of DM in the anamnesis (tab. 2).

In the future, in our work, a comparative characteristic of the periodontal index (PI) between groups I and II was carried out to clarify exactly how periodontal pathologies affect DM. The results are shown in the table below (tab. 3).

According to the results of the table, we can see the difference in the comparison of both groups, that in the group with a history of DM, the course of periodontal disease is significantly worse than in the group without a history of DM. According to the Russell index, such pathological changes as the disappearance of cortical plates closing at the tops of the alveolar process according to the radiograph, gingivitis without damage to the attached epithelium, and even gingivitis with the formation of a clinical pocket are more often observed in the first group.

When the results of the species composition of the periodontal microflora are obtained, it is noted that patients suffering from DM with different levels of compensation have a higher concentration of microorganisms of pathological influence than in somatically preserved respondents, all data are given in percentage in the table 4.

From the presented results, it is possible to see an excess of periodontopathogenic microflora in the I group in comparison with the II group in its majority, that is, it can

Table 3

Correlation of the severity of periodontal disease and compensation of DM in the I group

Periodontopathogenic microflora:	I group of patients with a diagnosis of DM in the anamnesis	II group of patients without a diagnosis of DM in the anamnesis	p
T.denticola	62.8 %	16.6 %	<0.01
P.gingivalis	44.9 %	19.3 %	<0.05
P.intermedia	33.4 %	15.4 %	<0.05
A.Actinomycetemcommita	39.5±2.5 %	35.8±3.1 %	>0.05
B.forsythus	14.6 %	27.2 %	<0.05

Note: p<0.05 – reliability of differences between the specified and the second group.

be concluded that DM has an effect on the number of pathogenic microorganisms in the periodontium and promotes their reproduction in the body. Also, despite the general tendency to increase the number of pathological microflora, such microorganisms as *A.Actinomycetemcommita* were found with more or less the same frequency both in patients with a diagnosis of DM and in patients without a diagnosis of DM in the anamnesis, and a smaller number of *B.forsythus* was observed in patients with DM than in patients diagnosed with DM (tab. 4).

An analysis of other periodontopathogens that were not included in table 4 was also conducted. It was found that there was no stable association of periodontopathogens in patients from the II group, in patients with a diagnosis of DM, a correlation was found according to the level of glycemia. Further, according to table 2, among DM patients with a mild form of periodontal disease, microorganisms of the first order, reproducing

Table 4

Comparison of the species composition of periodontopathogenic microorganisms between the I and II groups using PCR

Periodontopathogenic microflora:	I group of patients with a diagnosis of DM in the anamnesis	II group of patients without a diagnosis of DM in the anamnesis	p
T.denticola	62.8 %	16.6 %	<0.01
P.gingivalis	44.9 %	19.3 %	<0.05
P.intermedia	33.4 %	15.4 %	<0.05
A.Actinomycetemcommita	39.5±2.5 %	35.8±3.1 %	>0.05
B.forsythus	14.6 %	27.2 %	<0.05

di- and triform associations, namely *P.gingivalis, A.Actinomycetemcomitans, P.intermedia* were detected. In patients with DM with moderate periodontal disease transmission, in a small number of subjects, the addition of the above-listed periodontopathogens *T.denticola, B.forsythus,* which reproduced the five-form association, was observed. In patients with a severe form of periodontal disease, associations of four pathogenic microorganisms were most common (57.8 %), and in a smaller number of three associations (29.6 %). We also found that the genetic material of *Fusobacterium spp., Staphylococcus spp.* was present in all cases in three-, four- and five-form associations.

The next step of our work was to study the sensitivity of drugs to the pathological microflora of the periodontium and oral cavity. During the analysis of antibioticograms, we found the following observations, the results of which are shown in table 5.

Table 5

Sensitivity of antibiotics to periodontopathogenic microorganisms in the I and II study groups

The name of the antibiotic	I group of patients with a diagnosis of DM in the anamnesis	II group of patients without a diagnosis of DM in the anamnesis	p
Cefotaxime	89.8 %	87.6 %	$p<0.05$
Ceftriaxone	88.8 %	85.3 %	$p<0.05$
Benzylpenicillin	76.5 %	71.6 %	$p<0.05$
Ofloxacin	74.1 %	72.7 %	$p<0.05$
Clindamycin	69.7 %	59.8 %	$p<0.05$

As we can see from table 5, drugs with sensitivity to periodontopathogens are arranged in order from the most sensitive to the drug with the lowest impact from the given selection. Within the studied groups, we can see that all studied antibiotics are sensitive, the most effective action among which was Cefotaxime. In the comparison of both studied groups, there is a tendency of more pronounced sensitivity in the I group of patients than in the II group. It is possible to draw conclusions regarding treatment recommendations for dentists when selecting the correct treatment tactics for periodontal diseases.

Conclusions. In our work, after research using the polymerase chain reaction method in real time of the species composition that pathologically affects the periodontium, the following types of microorganisms that have the most negative effect on the periodontium and the oral cavity with a pronounced toxic effect were found in patients with DM with partial absence of teeth: *P.gingivalis, P.intermedia* and *T.denticola*. This list of micro-organisms was found several times more often, namely 2 times (*P.gingivalis, P.intermedia*) and 3 times (*T.denticola*) in patients with diabetes mellitus than in patients with somatic diseases without a history of diabetes mellitus. This was the basis for further studies of the sensitivity of antibiotics to such periodontopathogens, in order to start treatment with the use of broad-spectrum antibiotics.

From the conducted studies, we can draw a conclusion regarding the effectiveness of real-time PCR diagnosis in orthopedic dentistry, namely in the rehabilitation process of patients with endocrine diseases, in the framework of our study, such a disease is diabetes mellitus. The interest and benefit of this method of diagnosis includes the individual characteristics of each patient, helps to choose individual practical solutions regarding treatment tactics, in turn reducing the risks of various complications of orthopedic treatment itself.

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PHILOLOGY AND LINGUISTIC

COMMUNICATIVE PECULIARITIES OF PETRO MOHYLA'S SERMON "THE CROSS OF CHRIST THE SAVIOR AND EVERYONE"

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Annotation. *The article examines the sermon of Petro Mohyla "The Cross of Christ the Savior and Everyone" as a communicative phenomena in the preaching discourse of the seventeenth century. Considering sender and addressable component, the communicative guideline, the structure of the text and the expressive means used by the preacher, the peculiarities of psychological perception, understanding and listening to the text of the sermon are taken into account. The uniqueness of this sermon is in the ability of having not only religious, but also deep phylosophical understanding of human life.*

Keywords: *Petro Mohyla, sermon, communication, internal dialogue, polemical activity.*

Formulation of the problem. History of Ukraine of the 17th century deserves special attention - it was time of radical changes in the social and religious life of the Ukrainian people, its national-cultural, intellectual and political rise, entry into the pan-European cultural space. During this period, the dominant feature of the Ukrainian people was actualized - religious life acquired a special status. Most researchers consider this period of time to be a difficult stage in the formation of the Ukrainian church growth of the Ukrainian baroque, which was accompanied by the development of church and preaching activities. Among the most prominent representatives of this culture, is the famous national figure Petro Mohyla (1596–1647). Despite the ambiguity in the interpretation of Petro Mohyla's cultural, political, church, and educational activities, it can still be argued that he formed a nationally conscious cultural and church elite of Ukraine at that time, contributed to the involvement of the Ukrainian people in the cultural heritage of other nations [6, 318].

Therefore, the uniqueness of the figure of Petro Mohyla continues to attract the attention of scientists. The researcher I. Shevchenko noted that Petro Mohyla was a person who simultaneously existed in «several worlds» that were at the intersection of religious worldviews, the most striking of which were Catholicism and Orthodoxy, and this was reflected and confirmed in linguistic conception of the thinker [7,183]. Petro Mohyla is the author of sermons, theological works, philosophical parables, moral noetic novels, among which his sermon «The Cross of Christ the Savior and Every Man» occupies a special place.

Communicativeness of the sermon is determined by the general nature of the oratory-preaching genre as a speech activity aimed at interactivity, dialogicity, functionality in the usage of expressive means to influence listeners. The relevance of the proposed study is determined by the inadequate level of processing of the communicative dimensions of P. Mohyla's sermon «The Cross of Christ the Savior and Every Man».

We can state that in modern scientific research, the sermons of the 17th century have become more actively studied, but the sermon of P. Mohyla «The Cross of Christ the Savior and every man», which is considered to be a new stage in the development of Ukrainian culture and ancient Ukrainian preaching of that time, has not been studied much by scientists so far.

The purpose of the article is to analyze the sermon «The Cross of Christ the Savior and Every Man» as a communicative phenomenon in the religious discourse of the 17th century, taking into account the addressee component, the communicative instruction, the structure of the text, and the means of expression used by the preacher, taking into account the peculiarities of perception, understanding and interpretation by listeners of a certain period of the sermon text as a sociocultural phenomenon

Discussion and results. The old genre of church preaching in Ukraine during the period of national and cultural rise of the first half of the 17th century experienced a real boom.It is common that a sermon is a speech of religious content on a chosen topic. The sermon genre was created in the era of the emergence of Christianity. Over time, the sermon became one of the types of oratory and preaching art, and its content increasingly became educational. The purpose of the sermon is to bring the meaning of God's word to people's minds. «Accordingly, we consider the preaching discourse as such a meaning-making activity that is realized in the communication of the religious community of people and is aimed at understanding, interpreting and assimilating the postulates of faith by them», - notes the researcher Y. Oleshko [5, 33].

The main task of the preacher at that time was to attract the listeners to the basics of the Christian faith, to impress, capture the attention of the listener, to evoke a feeling of gratitude to God. The sermon belongs to a special type of communication - religious. The preacher aims to incline the addressee to certain actions, to use the content and basic instructions of the sermon in practical life. The priest who preaches speaks on behalf of God, God is one of the participants in the religious discourse. The most important thing in preaching discourse is the feeling and awareness of the dialogic nature of speech. P. Mohyla's sermon «The Cross of Christ the Savior and Every Man» is considered to be among the holiday sermons, since it was delivered in the church of the Kyiv-Pechersk Lavra on the Adoration of the Cross Sunday, March 4, 1632 [4, 29], but to a greater extent it is characterized by a polemical character, and not festive.

The saying is aimed primarily at the defense of Orthodoxy and is a reaction to the growing threat to the Orthodox faith, since in 1627-1629 another attempt to organize a council for the «universal union» was observed.

The purpose of the sermon, according to the definition of the Polish researcher R. Bizior, is to influence the listeners effectively , their beliefs, value orientations and actions, and the selection of appropriate language resources [1, 31]. The sermon is dedicated to Prince J.Vyshnevetskyi, who recently returned from abroad. Mohyla persuaded him to follow his ancestors who adhered to the Orthodox faith. It is felt that, when compiling the text of the sermon, the author selected extremely rich and information-rich material so that his sermon was appropriate for the place and timing of the utterances, as well as the expectations of the listeners.

Already in the title of the sermon [3, 267] the problem and attitude towards the original interpretation by the author of his speech, who compares Christ as a God-man and an ordinary person and uses the word «cross» in a direct and figurative sense, is formulated. The main idea of the title gradually unfolds and is embodied in the text of the sermon, in which the preacher reflects on the symbolic meaning of the cross carried by the Son of God and on the cross as the destiny of every person. At the beginning of P. Mohyla's sermon «The Cross of Christ the Savior and Every Man» there is an epigraph with the help of which the preacher expresses the main idea of the sermon - these are the gospel words spoken by Jesus Christ: «If anyone wants to follow me, let him deny himself and take up his cross and follow me.» In the relatively large introduction to the sermon, P. Mohyla formulates the purpose of the sermon: Let us raise our sorrows, passions, and the very death of our Savior, and thinking about them, be eager to fulfill the commands of Ego and be willing... Let us learn something special, for what is the holy Church... [3, 390]. The largest in terms of volume is the narration, or narrative part of the sermon, in which the leading theme is Christ as a model of patience.

In the first part of the narrative, the author explains why Christians honor the image of the cross and what the figure of the cross means in Christianity. In the second part, P. Mohyla interprets the words from the Gospel, expressed by Jesus Christ: Who wants to follow me, let him deny himself, and let him take up his cross, and follow me [3, 405]. The preacher reflected on the symbolic meaning of the cross carried by the Son of God, and on the «cross of every man» and his free will. «The cross of every person» was perceived as a kind of circle of problems, as burdens that are «individual» and that a person carries all his life.

The preacher urged: if everyone in this world has his own cross, then only his, and not someone else's, should be carried [2, 159]. In this work, the author convinces that without patience, without understanding the need to carry one's cross, a person cannot achieve salvation. Every believer must accept all burdens and sorrows with patience and humility for the sake of the Kingdom of Heaven. However, according to the scientist, the most important feature is imitating Christ through the passage of life as a path marked by Christ's experience.

A person, suffering and experiencing difficulties, diseases and death, seems to cooperate with God in his salvation, embodied in the suffering of the Son of God on the cross, and therefore, he cannot be condemned for passivity, because, imitating Jesus Christ, he fights against sin to the best of his abilities [2, 167]. The Ukrainian philosopher V. Nichyk especially emphasized that the willingness to carry one's cross was interpreted by Mohyla as an individual matter, that «every person's cross» is special and unique. In the sermon, man is exalted as an individual, a unique spiritual personality [4, 30–31]. The researcher noted that P. Mohyla, analyzing Christ's call to follow him, especially emphasized that the Savior did not force anyone to follow him, but wanted everyone who believes in him to choose the cross path of patience consciously and voluntarily [4, 30]. P. Mohyla's saying «The Cross of Christ the Savior and every man» is full of deep philosophical understanding of human life. The Metropolitan gives an instruction to the listeners: carrying one's cross requires not only observing all the virtues, all the commandments, but also implies the rejection of the temptations and vanities of the world, because, in his opinion, they hinder the spiritual transformation of a person [4, 31]. To satisfy the spiritual aspirations and aesthetic needs of a specific addressee, to achieve constant contact with listeners, especially internal ones, the author uses a dialogic form of sermon construction. However, according to the rules of the genre, a sermon is a type of religious communication where the verbal position of one side of the communication is actively expressed. The peculiarity of communication during the delivery of a sermon is the silence of the addressee, but the speaker must ensure its two-sidedness, - notes the Polish researcher [1, 47].

Despite the fact that the sermon is a monologic speech according to the method of interaction between the communicants,the sermon is characterized by an internal (immanent) dialogue, «...which reflects the understanding of the presence of another participant in the communication, which gives this process meaning. Dialogicity implies an active position and reaction of both communicators, despite the fact that the verbalization of the presence of one of them is limited in relation to the preaching discourse,» Y. Oleshko notes [5, 14]. Researcher G. Chuba claims that the dialogue was a form of communication close to the language experience of the listener at that time, which was often used in everyday situations - it resembled an ordinary conversation. This way of presenting the material contributed to bringing the addressee closer to the preacher.Dialogue makes it possible to raise the speaker's position in relation to addressees, to create the effect of two-way communication.The most important thing in preaching discourse is a sense of complicity and awareness of the importance of dialogic speech. At the same time, the dialogical form of organizing the sermon remained subordinate to the monologue of the author - the main organizational structure of the sermon [5, 144].

Delivering a sermon requires the preacher to be not only an ardent speaker, to be able to clearly set and understand his goals and desires, to have the ability to declare his thoughts, express his feelings and to share thoughts, to be able to impress, to capture the listener's attention, but also to be a psychologist - to predict the reaction and take into account the needs and peculiarities of the listening audience. P. Mohyla's sermon was addressed to the parishioners who gathered in the church, as indicated by the phrase he uses: Orthodox Christians [3, 392]. Since among the Orthodox listeners there were many simple, «common people» who came to pray (this is a phenomenon of the social and cultural life of that time), we notice Mohyla's desire to make his sermon accessible to everyone. That is why in the sermon «The Cross of Christ the Savior and Every Man» almost all the texts of the Holy Scriptures are written in the Old Ukrainian language [4, 89], although the dominant position at that time was the clearly defined sphere of application of the Church Slavonic language in religious texts. The thinker did all this with the aim of bringing the Holy Scriptures closer to ordinary listeners, because there were certain difficulties in perceiving and understanding liturgical services. Petro Mohyla emphasized that the language of the people was given by God, and conducting sermons in a foreign language is a mockery of believers. According to Christ's commandments, there are no obstacles to the use of the native language in liturgical life in the Ukrainian church. Thus, in the Epistle of the Apostle Paul to the Corinthians it is said: «How many, for example, there are different languages in the world - and none of them is without importance! ...When I pray in a foreign language, my spirit prays, but my mind is fruitless! ... But in the Church, I would rather say five understandable words to teach others than ten thousand words in a foreign language!» [4, 10-19]. The service and sermons, which were delivered in the Ukrainian language, gathered many believers. A significant number of questions in the studied text relate to the understanding and interpretation of the meaning of certain provisions of the Holy Scriptures and the texts of the Church Fathers, the explanation of what meant the cross before the crucifixion of Christ, what it means now to heretics and to orthodox Christians. Often the questions posed by the preacher were not addressed to a specific listener, but everyone was made to think whether he knew the answer to it. The preacher sought not only to impress the listener with his knowledge of the Bible, but also to demonstrate erudition in various fields of science, in particular, in general history, ancient culture, and philosophy.During the delivery of the sermon, great attention is paid to the problem of truth, the truthfulness of the announced statements, to the need for their explanation, since the audience not only listened to the proposed sermon, but also had to use its content in practical life. A means of strengthening the belief in the correctness of the expressed opinions was the appeal to the Holy Scriptures [3, 409-410]and the works of the Fathers of the Church: Augustine [3, 406] Damascene [3, 407], Origen [3, 397], Tertullian [3, 397], John Chrysostom [3, 409]. In the same texts, the preacher was looking for an answer to the questions raised in the sermon.For example, in the first part of the sermon, the author explains the meaning of the symbol of the cross in Christianity and justifies the need for Christians to overshadow themselves with the sign of the cross. But the opponents did not recognize the sanctity of the symbol of the cross and did not see the need to impose the sign of the cross on themselves. The preacher cites possible justifications of imaginary opponents, arguing his opinion with numerous evidences found by him in the Bible texts: The cross of Christ is the key of heaven, the support of the unworthy, the shepherd's rod, the one who repents is successful, the one who comes is perfect, the soul and body are saved, all evil is turned away, all is a good giver» [3, 409].The author expresses dissatisfaction with the behavior of his opponents, using lexemes with a negative meaning and offensive words to denote them in the dialogue: enemy, heretic, ungrateful cross-hater, shameless enemy, poisonous people. Addressing is used in the structure of the sermon to establish close contact between the preacher and the listeners. Designation of the addressees of the appeal occurs mainly on the basis of religion:

Orthodox Christians [3, 394]; Christiane [3, 401]. Specifying the religious affiliation of the listeners set the tone for outlining the values of the Orthodox audience. Repetition of the lexeme Orthodox during the delivery of the speech strengthens conviction in the truth of the Orthodox faith. Such appeals in the sermon were intended to stimulate the listeners' attention before delivering the speech. Sometimes, along with the statement of faith, epithets and similes relating to the Orthodox Church and believers were used: «The Holy Eastern Orthodox Catholic Church, our mother, the beloved of our Lord and Savior Jesus Christ» [3, 390]. To indicate the addressees of the sermon, lexemes with the semantics «person who listens» are used in the sermon.This method makes it possible to hide the higher position of the preacher in relation to the addressees, to create an atmosphere of equality, and, accordingly, to establish contact with the listeners. Imaginary opponents are also addressees of appeals in sermons. In his sermon, P. Mohyla addresses the enemies of the Orthodox faith, who were probably not present when it was delivered, but could later read the sermon.With the help of appeals, P. Mohyla expressed his opinion for those who denied the main dogmas of Orthodoxy, did not accept the worship of the cross, addressing them: O enemy of the cross of Christ [3, 397]; o shameless people [3, 399]. In various parts of the text, there are also syntactic forms with appeals, the addressees of which are God's and Holy persons. Various appeals, the addressees of which are listeners and readers, persons of the Christian cult, saints, imaginary opponents, strengthened linguistic expression.The expression had the effect of strengthening the effective persuasive effect of the content of the sermon on the listeners. Appeals, attested in the sermon, mainly perform a communication function. The conclusion of the sermon points to the practical application of the content of the sermon, as evidenced by the preacher's conclusion: let us learn how to deny ourselves, and how to carry our cross, and how to follow the Lord; we are humble, and as perfect without obstacles of all kinds of worlds, we can safely follow Christ... [3, 420]. The author calls people to good thoughts and actions, talks about the benefits of following the instructions announced in the sermon for our soul and asks God to help realize this. In this sermon exists internal dialogue which is one of the important features of the linguistic organization of the structure of the preaching text.

Conclusions and perspectives of research. The peculiarities of the internal structure and external structural organization of the sermon «The Cross of Christ the Savior and Every Man», the means of expression used by the preacher, addressee's consideration of the features of the recipient's perception, understanding and interpretation of the text of the sermon, effective influence on their beliefs, value orientations and actions are analyzed and taken into account.Despite the fact that the sermon is a monologic speech based on the method of interaction between the communicants and does not actually involve the active participation of the addressee in the act of delivering the sermon, the structure of the sermon has a communicative character - the sermon is characterized by an internal (immanent) dialogue. In the structure of the text of the sermon, there are imaginary dialogues with listeners with the aim of psychological influence on the addressee, stimulation of attention and intensification of the persuasive effect of the speech; polemical dialogues aimed at religious opponents and dialogues as a way of retelling biblical events.Petro Mohyla uses dialogism for preaching in order to activate the thinking activity and attention of the listeners with the help of a series of questions and answers to them, to involve them in the joint (preacher and believers) «co-creation» of the sermon, to influence the listener's way of thinking and behavior.

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