

Modern Science

Moderní věda

№ 3 - 2017

scientific journal

vědecký časopis

Prague Praha

MODERN SCIENCE - MODERNÍ VĚDA

№ 3 - 2017

Incorporated in
Czech Republic
MK ČR E 21453
published bimonthly
signed on the 29 of June 2017

Evidenční číslo
Česká republika
MK ČR E 21453
Vychází šestkrát do roka
Podepsané k tisku 29.června 2017

Founder
Nemoros
Main office: Rubna 716/24
110 00, Prague 1, Czech Republic

Zakladatel
Nemoros
Hlavní kancelář: Rybná 716/24
110 00, Praha 1, Česká republika

Publisher
Nemoros
Main office: Rubna 716/24
110 00, Prague 1, Czech Republic

Vydavatel
Nemoros
Hlavní kancelář: Rybná 716/24
110 00, Praha 1, Česká republika

*The East European Center
of Fundamental Researchers*
Rubna 716/24
110 00, Prague 1, Czech Republic

*Východoevropské centrum
základního výzkumu*
Rybná 716/24
110 00, Praha 1, Česká republika

Address of release
Modern Science
Rubna 716/24 , 110 00, Praha 1
Czech Republic

Adresa redakce
Moderní věda
Rybná 716/24, 110 00, Praha 1
Česká republika

Editorial Board / Redakční rada
Dr. Iryna Ignatieva, Ph.D Diana Kucherenko, Roman Rossi

Editorial Council / Redakce
*Dr. Oleksii Hudzynskiy, Dr. Halina Aliakhnovich, Ph.D Angelina Gudkova,
Dr. Iryna Ignatieva, Ph.D Diana Kucherenko, Dr. Natalia Yakovenko,
Dr. Oleksandr Makarenko , Dr. Natalia Mamontova, Ph.D Nataliya Chahrak,
Dr. Nataliya Demyanenko, Ph.D Nataliia Ivanova, Dr. Yuriy Chernomorets*

Chief-editor / Vedoucí redaktor
Dr. Iryna Ignatieva

OBSAH

Ekonomika

Babina Olena. Světové determinanty stylu vedení.....	7
Bieliaieva Nataliia, Bieliaieva Svitlana. Význam a nutnost manažerských inovací ve stadiu moderního rozvoje lidstva	14
Bilokris Liliya. Vzájemné vztahy hodnot mladých zaměstnanců.....	20
Ignatieva Iryna. Inovativní přístupy k podnikům lehkého průmyslu umístěným v Ukrajině.....	27
Lys Nadiia, Gnatenko Olena. Obsah finanční strategie pojišťovny	35
Motuzka Olena. Investování do zemědělských podniků v Evropě: zkušenosti pro Ukrajinu	41
Nykyforchyn Mariyana. Charakterizace morálního a psychologického stavu zaměstnanců v okamžiku převzetí odpovědnosti.....	47
Sidorenko Tetiana. Zvláštnosti řízení lidských zdrojů jako strategického systému v podnicích.....	54
Jing Li, Maohua Li, Bernadett Almadi, Judit Bárczi. Faktorová analýza ceny akcií pro uvedené banky z Číny v úhlu kontroly řízení rizik.....	62

Pedagogika a psychologie

Voskoboinikova Halyna, Dovzhuk Natela, Dovzhuk Victoria, Konovalova Lyudmila. Provádění příslušných farmaceutických postupů v oblasti magisterského výcviku v rámci vysokoškolského vzdělávání Evropské unie a Ukrajiny s cílem zlepšit profesní adaptaci budoucích chráničů	77
Familiarskaya Larisa. Zvláštnosti vzdělávacího programu rozvoje informační a komunikační mobility učitele v procesu profesního rozvoje.....	83
Khomenko Oleksandr. Angličtina jako integrovaná součást vzdělávání v moderní společnosti.....	89

Filozofie a teologie

Bornovolokov Oleg. Slovanská pentecostální mise v USA: Předmluva95

Zaremba Yevheniy. Perspektivy ukrajinské ortodoxie v teologických projektech..... 114

Nemerzhitskaya Elena. Estetická axiologie Nikolaye Hartmana 120

Shkil Svitlana. Předradní kolize Pan-pravoslavné rady v roce 2016..... 125

Medicina a fyziologie

Kopchak Oksana. Rozšířenost a zvláštnosti průběhu generalizované parodontidy v kardiovaskulární patologii 132

Nefodov Alexander, Nefodova Elena, Chatornaya Vera, Zadesenets Igor, Onul Natalia, Halperin Alexander, Sharavara Larisa. Vlastnosti vklíní nanosilverový koloidní roztok na morfologické a biochemické parametry u potkanů 140

Filologie a lingvistika

Foka Mariia. Sanskrit „RASA-DHVÁNI” v J. D. Salingerově novele (na základě analýzy povídky „Půvabná ústa a zelené oči”)..... 148

CONTENTS

Economics

Babina Olena. The worldview determinants of the leadership style	7
Bieliaieva Nataliia, Bieliaieva Svitlana. Importance and necessity of managerial innovations at the stage of modern development of mankind	14
Bilokris Liliya. The interrelations of young employees' values	20
Ignatieva Iryna. Innovative approaches to light industry enterprises positioning in Ukraine	27
Lys Nadiia, Gnatenko Olena. The content of financial strategy of insurance company	35
Мотузка Елена. Инвестирование сельского хозяйства в Европе: опыт для Украины	41
Nykyforchyn Mariyana. Characteristics of the moral and psychological state of employees at the moment of assuming the responsibility	47
Сидоренко Татьяна. Особенности управления кадровым потенциалом как стратегической системой на предприятиях	54
Jing Li, Maohua Li, Bernadett Almadi, Judit Bárczi. The factor analysis of share price for chinese listed banks from the angle of risk management control ...	62

Pedagogy and psychology

Voskoboinikova Halyna, Dovzhuk Natela, Dovzhuk Victoria, Konovalova Lyudmila. Implementation of relevant pharmaceutical practices in the master training in university education of the European Union and Ukraine to improve professional adaptation of future protectors	77
Фамилярская Лариса. Особенности учебной программы развития информационно-коммуникационной мобильности педагога в процессе повышения квалификации	83
Khomenko Oleksandr. English as an integrated part of education in the modern society	89

Philosophy and theology

Bornovolokov Oleg. Slavic pentecostal mission in the USA: Preface95

Заремба Евгений. Перспективы украинского православия в богословских проектах 114

Невмержицкая Елена. Эстетическая аксиология Николая Гартмана..... 120

Shkil Svitlana.Pre-council collisions of the Pan-Orthodox Council in 2016 125

Medicine and physiology

Копчак Оксана. Распространенность и особенности течения генерализованного пародонтита при кардиоваскулярной патологии 132

Nefodov Alexander, Nefodova Elena, Chatornaya Vera, Zadesenets Igor, Onul Natalia, Halperin Alexander, Sharavara Larisa. Features impact nanosilver colloidal solution on the morphological and biochemical parameters in rats..... 140

Philology and linguistics

Foka Mariia . Sanskrit “RASA-DHVANI” in J. D. Salinger’s fiction (based on the analysis of the short story “Pretty mouth and green my eyes”)..... 148

ECONOMICS

THE WORLDVIEW DETERMINANTS OF THE LEADERSHIP STYLE

Olena Babina,
business consultant,
Consulting agency “3S”

Annotation. *The purpose of the paper is to present a modern interpretation of the «leadership» and to determine the worldview determinants of the leadership lifestyle. The author specifies the qualities of leadership determined both by the worldview components and the actions relevant to them.*

Keywords: *worldview determinants, lifestyle, leadership qualities.*

Problem statements. The significance of the study is determined by the acute need of our country for leaders able to transform the society and to neutralize its negative crisis phenomena in order to achieve ambitious goals in all spheres of public life. “How a person can not live and act without a mind, so society cannot do without leaders, its think tanks «[7, p. 34]. At the same time, the personal and professional qualities of an individual, his or her worldview determinants, and values are considered to be the ground condition for the phenomenon of leadership.

The purpose of the paper is to present a modern interpretation of the «leadership» and to determine the worldview determinants of the leadership lifestyle.

The analysis of the studies on the problem of leadership shows that the latter is the object of research of a number of sciences: sociology, history, philosophy, anthropology, physiology, ontopsychoLOGY, theory of management, etc.

Both psychology and ontopsychoLOGY contributed decisively to the development of the theory of leadership. Psychological research of leadership formed a separate scientific direction maintained by published fundamental works and the developed theory of leadership. In particular, leadership is considered:

- in the context of corporate culture as a system of value and semantic reference points that ensure the moral component of the behavior of the leader (A. Zankovsky, 2011);

- as an ability to influence the group, encouraging it to achieve group goals, while distinguishing between management activities and leadership (A. Zhuravlev, 2005; R. Krichevsky, M. Ryzhak, 1985, B. Parygin, 1973);

- as peculiarities of a person’s psychological behavior in the economic sphere (A. Meneghetti, 2016; W.Bennis, 1989).

Apart from that:

- the main theoretical, methodological and axiological aspects of leadership were revealed (I. Kotlyarov, 2013);

- a sociocognitive model of the managers leadership potential was developed (O. Yevtihov, 2011);

The relationship between structural, personal determinants and life styles were investigated. (A. Damaranskaya, 2013).

The analysis of scientific publications has shown the existence of various approaches that interpret leadership as an intertwining of various spheres of contemporary knowledge. As a result, many concepts of leadership seem contradictory and the models are imperfect. However being limited by the scope of the article we do not aim at providing a detailed analysis of the existing theories, so we will focus only on the problem of worldview features of leadership.

Sharing the point of view of I. Kotlyarov (2013), we define the worldview as a system of a human-being's idea and knowledge about the world at large and about the place of an individual as a part of it, expressed in the values of both the individual and the social group, in beliefs about the essence of natural and social reality [3]. Being the core of social and individual consciousness, the worldview as a holistic system of values, ideals, receptions, life models, determines both an individual's life position and the lifestyle. According to I. Kotlyarov it is the worldview not the volume of human knowledge that determines an individual's behavior and actions in the most difficult life situations, forcing him or her to make certain decisions. The worldview determines the moral, political, civil, aesthetic, choice of an individual. We can say that the worldview is the inner side, the motivation, the subjective prerequisite of actions and deeds.

We could assert that the leaders are to some extent the translators of such components of the worldview as goals, values, and attitudes. Therefore, the problems associated with the formation of leaders, their personal qualities, and values, the individual leadership style, the disclosure of their potential opportunities become especially topical.

It should be noted that in the current conditions of uncertainty and constant risks, lack of tangible and intangible resources, instability and continuous changes come to the fore the individual's leadership competencies. In the socio-psychological recourses, the notion of leadership is considered mainly in the context of small groups or at the level of large social groups and has not been unambiguously exposed.

Ontopsychology considers leadership through the relationship of a person to money as a sole mediator of economic relations, a guarantee of freedom and the realization of an individual's potential. Hence a leader is considered as a person who, satisfying his own selfishness, realizes the public interest. A great leader, guiding interests and distributing goods stimulates progress in society, giving impetus to evolution [6].

Based on various interpretations of the term «leadership», we consider this phenomenon as a certain type of behavior and interrelations in the system of interpersonal and intergroup interaction, as a socio-psychological element of management.

The leader consolidates and directs the actions of the entire group, which accepts and supports him/her. At the same time, the active life position determined by the worldview of the leader assumes great importance. Active life position allows the leader to be in the center of events, which is necessary for adequate orientation in the situation.

It stands to reason that the above-mentioned relations, as well as the worldview determinants reflect certain personal qualities of the leader, the style of his life. The lifestyle of a leader is considered as a coordinated focus on everything that serves to the achievement of the goal (A. Meneghetti, 2016) [5]. A. Adler (1997) provided a more specific definition. The style of life is interpreted as «the value that a person attaches to the world and himself, his goals, the direction of his aspirations and approaches he uses to solve life's problems.» The lifestyle involves a unique combination of features, behaviors and habits, manners, tastes, inclinations, which are taken together and determine a unique picture of the individual existence [1]. The lifestyle of the leader, in our opinion, is determined by his special individual psychological properties and corresponds to the leader's goals. Specific actions and personal behavior of the leader, specific positions in the solution of certain tasks to achieve the goal, as well as some moral aspects of the life are determined by the leader's worldview. We will endeavor to outline the leadership qualities of a person related to his or her worldview bearing in mind the question: what features, individual psychological properties, and characteristics turn a personality into a leader?

It should be noted that proceeding from the above interpretation of the worldview and lifestyle concepts we rely on the corresponding theories that consider the phenomenon of leadership, in particular:

- the theory of features (E. Bogardus, R.Krichevsky, E. Dubovskaya, R.Mubinova, etc.), which dwells on superior intellectual talent, providing an outstanding position for the individual [4, c.40]; communicative and organizational abilities, activity, adaptivity, and innovation, as well as high business and moral qualities;
- the contingency theory of leadership [8], according to which leadership is the product of a situation that sets the boundaries where the leader interacts with his professional environment, provides him with new opportunities for action or creates obstacles i.e the leadership properties, qualities, and the features turn out to be relative;
- a synthetic theory (B. Bass), suggesting the interrelationship of three variables - the leader, the situation and the group in the process of interpersonal relations, where the leader is a subject of management, characterized by the presence of special features and a higher level of influence.

Reliance on the above-mentioned theories allows us to identify the objects of leadership: a person with his emotional and spiritual views, interests, needs, values on the one hand, and a group (as a society) involved in processes aimed at achieving the goals on the other hand.

A person claiming to be a leader and managing other personalities needs to have certain leadership qualities that distinguish him/her from other members of the group. So, if we are talking about ideological determinants influencing leadership, and, primarily, about the worldview as a system of representations and knowledge about the world and a person in it. In our opinion, a leader should develop the ability of a real vision for the real world perception. This assumes the development of the leader's self-concept, which includes a system of a person's ideas about him/herself as a leader and his/her own

leadership role in interacting with others, a real assessment of the situation.

The system of a person's vision of his/her place in the world as an ideological determinant is to a certain extent transformed into a self-understanding. A leader needs to understand and know himself, realize his own abilities, strengths and weaknesses and listen to his own feelings and emotions. Leadership begins with the ability to self-control. Feeling yourself, knowing what you like and what you do not want are important elements in the formation of an adequate self-concept and help to understand other people.

Self-understanding increases the sense of self-confidence that is the integral part of leadership qualities. Self-confidence allows the leader to push the boundaries of his capabilities, gain new experience, increase his resolve in critical situations as well as to take risks when necessary. The leader's sense of self-confidence and the level of self-esteem, is much higher than that of his subordinates (B. Bass, 1981).

The sense of self-confidence is closely related to the desire for leadership, determined by the active life position as an ideological determinant. The desire for leadership and achievements is a factor needed for the self-development and self-improvement of the leader (Stephen Covey).

The ability of a real vision of the world is closely related to the vision of the prospect, i.e. vision of the future possibilities. To lead a group the leader needs to clearly understand where to go and what the prospects for the group's activities are. V. Bennis defines this quality as a «guiding vision».

Above we mentioned a leader as a translator of values, which are an integral part of the worldview. Since a leader is the bearer of the norms and values of the group, his style of behavior and the life must correspond to the norms of universal morality - conscience, justice, honesty, reliability, responsibility, consistency in actions. Following V. Kodin (2017) we define this quality as moral normativity.

As we mentioned, human actions also form the structure of the worldview, representing its practical level. A person expresses own attitude to the world not only in his/her thoughts but in all his/her actions. Therefore, a leader without an act does not exist. An act is a conscious action of a person, a response to an external challenge combined with an inner willingness to accept responsibility for one's choice and its consequences. We regard the act as a moment of becoming a leader. We will try to specify the actions and deeds of the leader in the context of the leadership qualities presented above since they determine in many ways the fate of each participant and the whole group at large. In other words, leaders influence the socialization of individuals.

We consider the expedience of a leader's actions from the standpoint of analyzing their specific functions. Without understanding the functions, a person can not become a leader, because he/she simply won't know what to do.

The research of scientific resources shows that versatility of the leadership aspects determines the diversity of its functions. Therefore we will endeavor to systematize these aspects by dividing them into the following groups:

- strategic management, that provides for goal-setting and assessment of the

situation, available resources, and prospective decision-making;

- organization of the group work and monitoring of the process implementation, including the creation of the milieu for the goals and objectives implementation by means of formation and association of the group members through the worldview component (beliefs, values, etc.), the distribution of powers and subsequent control of execution;

- a communicative function that involves internal and external communication;

- management of the group's psychological climate - the creation of motivation energy, group stimulation, conflict management.

Having determined the functions of the leader, we will try to specify some of his actions and deeds that result in their successful implementation.

It goes without saying, there is a stable relationship between the success of the leader and his intellect and creativity. In a number of psychological concepts, intellect is viewed as a relatively stable structure of the individual's mental abilities, including acquired knowledge, experience and the ability to further accumulate and use them in mental operations that determine the style and strategy of problem-solving.

A special type of intelligence is creativity - the ability to generate unusual, innovative ideas or create new ones, deviating from traditional thinking patterns to quickly find a solution to a problem. These are true-leader creative actions. Creativity and creation are the main tools of the leader.

Successful performance of the leader's functions involves continuous self-improvement, permanent self-education, and stimulating of the other members of the group to self-development.

In order to successfully carry out the organizational function, the leader needs to focus all his efforts on the group integration (ask clarifying questions indicating the attention and interest of the leader and evoking the group-members feedback etc.). Besides it is necessary to personally approach to each member of the group interacting win-win with them, not going about the circumstances and the members of the group.

With a view of communication implementing, it is necessary to form own communicative competence. The leader needs to communicate closely with the group and the associates. For this purpose the leader should master a situation, build relationships with different people, take different opinions and points of view, conduct discussions, negotiate, express own thoughts, have the expressiveness of oral speech, which implies the development of good rhetorical abilities and some artistry (Gunther, 1979). We also consider it is expedient to develop the foreign language communicative competence inasmuch as without a foreign language knowledge it is difficult to manage in the era of globalization, information and communication technologies.

Management of the group's psychological climate presupposes 1) actions to motivate and develop behavior reinforcement skills (to call for action, to inspire, to stimulate by expressing acknowledgment; 2) the art of interpersonal relations (to listen, to prompt, to support, to establish confidential relations etc.). The leader's obsession with his goal, his emotional involvement and the ability to impart his obsession and conviction in fidelity and correctness of his actions and deeds is of a great importance for the formation of a

positive psychological climate in the group. Thus, the leader dominates in the formation of the group emotional mood. «Mediocre leader - sets out, a good one - explains, the outstanding leader - shows great inspires» [2].

Everything stated above determines the style of the leader, i.e his/her habitual way of life with developed self-discipline, which makes it possible to use time and resources efficiently, with a clear, energetic tempo and priorities (myself - my family - my friends - my employees), with the personal level of vital interests, the analysis of personal strategies for vital energy spending, time consumption, etc., where the value and other worldview determinants are allied to his behavior.

Conclusions. Thus, all things considered, we can draw the following conclusions:

1. Leadership is a certain type of behavior and interrelations in the system of interpersonal and intergroup interaction, as a socio-psychological element of management.

2. The worldview gives a person an integral system of values, ideals, receptions, models for life. Apart from that it regulates the surrounding world, makes it predictable, points out the shortest ways for achieving the goals, thereby determining the lifestyle of the leader.

3. The worldview determinants develop 1) the leader's ability to have a true vision of the real world perception, forming a leader's self-concept; the vision of perspective; opportunities for the future; self-development and understanding, increasing the sense of self-confidence that determines the desire for leadership. Not to mention that it promotes moral normativity and determines a leader's actions and deeds.

The scientific novelty of this study is to endeavor to identify the ideological components that determine the leadership style and call forth its key activity since the problem is not solved sufficiently in the scientific studies despite the variety of work on the leadership issue.

The theoretical value for the study is that we have specified the leadership qualities derived from the worldview determinants, which are relevant to a leader's actions and deeds.

The practical significance of the paper is that the presented findings can be used to further study the problem of leadership. In particular, their development is logical in the modern typology of leadership in terms of the ideological approach. Furthermore, the findings can be applied to the organization of workshops, training as the follow-up practical recommendations.

References:

1. Adler A. Nauka zhut' [The Science of Living]. Kiev, 1997. – 53 p. [in Russian]
2. Igebaeva F. Effektivnost' deiatelnosti menedgera – v stile upravleniia [The effectiveness of the manager - in the style of management]// Modern scientific knowledge: theory, methodology, practice – Collection of scientific papers of International scientific conference. - 2016. – P. 55 – 57 [in Russian]

3. Kotliarov I Sociologia liderstva: teoreticheskie, metodologicheskiye, aksiologicheskiye aspekty [A Sociology of Leadership] / Institute of Sociology of NAN of Belarus/ - Minsk, 2013. – 481 p. [in Russian]
4. Kravchenko V. Osnovy politologii [Foundations of Political Science]/ Coursebook.- St.Petersburg, 2001. – 126 c. [in Russian]
5. Meneghetti A. Psikhologiya lidera [Psychology of the Leader] - PH «Ontopsychology», 2016. – 336 p. [in Russian]
6. Meneghetti A. «Psikhologiya predprinimatel'skoy deyatel'nosti» [Psychology of Entrepreneurship]/ PH «Ontopsychology», 2016. – 516 p. [in Russian]
7. Bennis W. Why leaders can't lead. The unconscious conspiracy continues. San Francisco, 1989 . – 192 c.
8. Fiedler F.E. A Theory of Leadership Effectiveness. N.Y., 1967. – 84 p.

IMPORTANCE AND NECESSITY OF MANAGERIAL INNOVATIONS AT THE STAGE OF MODERN DEVELOPMENT OF MANKIND

Nataliia Bieliaieva,

*Ph.D. in Economics, Associate Professor,
Kyiv National University of Trade and Economics,*

Svitlana Bieliaieva,

*Ph.D. in Economics, Professor,
Kyiv Economic Institute of Management*

Annotation. Article reviews such concept as “managerial innovation”, its necessity in modern conditions of mankind development. Also the following concepts are affected: information, freedom, innovation, information technologies, communication technologies - in terms of their symbiosis. Necessity to develop managerial innovations as priority direction of innovation activity was grounded for the first time.

Keywords: innovations, information, managerial innovations, manager, information and communication technologies, soft skills, priority directions of innovation activity.

Problem statements. When we talk about world development, modern trends in different fields of the governments’ activity, we cannot ignore the fact that our development stands in stark difference to those directions, models, which were seen even in the last century.

Even our children have shown us how differently they perceive our world and information in it, than we did. Frenetic pace of development in different branches of activity, free access to information, tolerance in education, democratization, liberality and many others - all these make impact on how the current generation grows.

Information, in particular, up-to-date and true information is becoming what today gives best cards for management - while there is no matter whether of people or companies. For example, insufficient or incomplete information, which manager receives certainly can lead to mistaken managerial decision, what can impact all the company’s business processes.

This is the second factor, which certainly affects managerial processes. Development of our world, which is highlighted from different sides by mass media, altogether shows that there are always those who manage and those who are managed. However they both want to be free - in making decisions, in free time, in their own lives, etc. This is like everlasting axiom - seller always wants to sell costly and buyer always wants to buy cheaper - at other equal conditions.

Here the factor of material inequality, which year after year gains ground, shall be also taken into account. A priori it is considered that 95% of people can invent (offer) something new. However, time factor, existing freedom for each individual, rapidly reduces this percent. When all thoughts are centered on how to earn money for month,

pay current debts, pay basic needs - there is no time for the rest. Thus it happens that today our society is too obsessed with successes rewarding, but not with realization of ideas (as it requires more personal freedom, confidence in the future).

Thus, if we return to the fact that there are two primary categories in the management - those who manage and those who are managed (usually it is management subject and object), in practice of managerial science long since there is such concept as compromise - when two (in reviewed case) parties find solution, which will suit both (of course it is necessary to take into account that in this case still neither of parties will be completely satisfied - however virtually it is essence of current market relations).

This is the best in managerial process till something new is not offered.

Key findings. However there is an opportunity to highlight impact of current tendencies - as hasty growth and development in all directions is really seen in the world, those who can offer something innovative, new to solve any matter becomes winner, leader, including successful manager - again both in company management and people management - controlled object is only changed. In current conditions traditional management methods are lack of adaptivity - they just go behind happened changes and due to his managerial decisions are not always made in time. However, even one wrong managerial decision can lead to irrecoverable results or slow down activity, what in the context of rampant development will through the company far backwards on activity market.

Due to this such concept as «managerial innovation» has appeared. In order to articulate this concept let's look into the essence of its components.

Certainly when articulating this concept in Ukraine it is necessary to rely on legislation. First of all, this is the Law of Ukraine «About innovative activity» [1]. This Law has no such concept as «managerial innovation». It reviews other concepts: «innovations», «innovative activity», «innovative product», «innovative products», «innovative (priority) project», «innovative enterprise», «innovative infrastructure».

Thus this Law [1] within reviewed theme gives us only concept «innovation». Innovations - newly created (applied) and (or) modernized competitive technologies, products or services as well as organizational and technical solutions of production, administrative, commercial or other character, which significantly improve structure and quality of production and (or) social sphere [1, Article 1].

Concerning administration, then of course management is a sphere, which is rich in opportunities to use innovative approaches. At the same time we heard a lot about it, but there are no really new approaches, what was before is still used (examples are given below).

Now there is as for managerial innovations in general. This concept is borrowed from English literature, where (the most structured expression is selected) managerial innovations mean everything, what changes work methods of administration or significantly changes traditional organizational forms and thus promotes organizational purposes. To say it simpler, managerial innovations change how managers do what they do and do this in a way to improve organization's performance [2].

Based on this two the most appropriate designations of the concept «managerial innovation» can be highlighted in Ukrainian literature:

- this is special form of replacing existing principles, structure, procedures, methods, technics and / or any components of organization's management systems with game changing ones, which are result of creative activity [3, p. 193].

- this is a new system of organization and management or new managerial technology or new business process. In many cases innovations are created due to reforming (re-designing, re-engineering) of existing managerial systems, technologies, processes [4].

Based on this we can conclude that everything, what includes something «innovative», means problem solution in absence of complete information. This means presence of risk, i.e. possibility that taken innovation (innovative method) can bring both profit and loss. This is the first one. The second is in such conditions the manager has to use personal qualities (generally these are so called «soft skills») - non-standard situations require non-standard solutions, herein part of creative activity, which is innate into reviewed concept, is appeared.

Now let's return to what we said that there are no really new innovative approaches, everything what was before is used.

Quite often in literature (for example, [5]) one can find that managerial innovations include: Balanced Scorecard, ABC-analysis, Six Sigma, Toyota Production System, 5S (Sorting, Straightening, Systematic cleaning, Standardizing, and Sustaining) workplace organizational system, Time Based Management, Efficient Consumer Response, Total Quality Management, Lean Management, Business Processes Reengineering, Computer Integrated Management, Total Flow Management, Total Productive Maintenance, Total Service Management and many others, which are used by both foreign and domestic enterprises.

But let's be honest. How old are these approaches? Some of them are known for not one decade. Thus we talk about innovations in management, however, still there is no one who could implement, offer something really new, which would make a breakthrough in managerial science in modern society.

Now there is one more example. For example, in Ukraine there is the second law concerning innovative directions. This is the Law of Ukraine «About priority directions of innovative activity in Ukraine» [6]. Unlike the first one this Law determines legal, economical and organizational fundamentals of forming integral system of priority directions of innovative activity and their realization in Ukraine.

Seemingly, how does this Law relate to reviewed matter about managerial innovations? Let's start with concept «priority direction of innovative activity» itself. According to the Law «priority direction of innovative activity in Ukraine are scientifically and economically sound and determined according this Law direction of innovative activity, which are directed to ensure economical security of the country, to create high-technological competitive ecologically clean production, to render high quality services and to improve export potential of the country with effective use of domestic and international technological solutions» [6, Article 2].

Besides, this Law also has interesting article [6, Article 4], which determines strategic priority directions of innovative activity in Ukraine for 2011-2021. According to this article these are the following seven directions:

- 1) development of new energy transportation technologies, implementation of power efficient, resource-saving technologies, development of alternative sources of energy;
- 2) development of new technologies of high-technological development of transport system, aerospace industry, aero- and shipbuilding, weapons and military equipment;
- 3) development of new technologies of material production, their processing and combination, creation of nano-materials and nano-technologies industry;
- 4) technological renovation and development of agroindustrial complex;
- 5) implementation of new technologies and equipment for quality health services, treatment, pharmacy;
- 6) wide application of technologies of clearer production and environmental control;
- 7) development of modern information, communication technologies, robotic engineering.

In particular, point No. 7 of the article has significant meaning, especially its first part, for our theme. Because managerial innovations mean that modern information and communication technologies have to be used.

To justify this statement let's give a brief characteristics of information and communication technologies.

As per Business Dictionary [7], information technologies are set of tools, processes and methodologies (such as coding / programming, data transfer, data transformation, system analysis and designing, system monitoring) and associated equipment to collect, process and represent information. In wide sense IT also includes workflow management, multi media and telecommunication.

Further, communication technologies are activity to design, create and maintain communication systems [8].

At the same time in English literature one can find such concept as «information and communication technologies». ICT belongs to technologies, which ensure access to information by telecommunications. It is similar to information technologies (IT), but it mainly focuses on communication technologies. It includes Internet, wireless networks, cell phones and other communication media [9].

Thus to effectively implement managerial innovations these categories shall be reviewed in symbiosis:

- effective communications - both vertical (between subordinates and manager) and horizontal (interpersonal and group) as a guarantee that subordinates understand set tasks, including leveling of such concept as «change resistance»;
- modern information technologies - as a guarantee of truthfulness and timeliness of data entry, about what we talked at the beginning of this article. As well as feedback in the context of overcoming possible resistance of employees while implementing innovation - constant informing of employees about pending changes, thus ensuring their readiness to such innovations.

We should understand that since now development of information and communication technologies and managerial innovations shall go together - neither technology itself will improve performance (and as a result will not improve profitability) - it grows due to managerial innovations, i.e. changes in business processes. Thus, technologies ensure changes. No technological innovation, which is not accompanied by managerial innovations, will be effective. Because the managerial innovations require development of technologies.

Conclusions. At the same time it is necessary to recognize that any managerial innovation has individual character for any specific company - result of using of such innovation will depend on many linked factors, including company size, number of employees, approved corporate culture, size and effectiveness of technologies and communications, which are used in the company. All these and other factors (depending on the company sector) collectively can lead to different results in different companies at the same set target.

Also note, that in modern company management conditions social and psychological climate of both separate group in the company and mood of all employers has started to play an important role. This concept has been widely reviewed in modern literature. There are quite a lot recommended methods how to improve social and psychological climate in staff. However, here not everything is so simple. Employees are people. And thus, they have own targets, life aspirations, own dreams and expectations from work. It is quite difficult to satisfy needs of all employees so that everyone is really satisfied. As shown in practice it is almost impossible in modern conditions. Let's again return to the beginning of the article, where we talked about freedom. And compromise. In this case it is necessary that good manager aside of knowledge in his professional sphere (qualification) has knowledge in psychology - only in such symbiosis there are really high chances to achieve set targets with minimal losses for the company.

Exactly such researches will play the most important role in future. However, not only from the theoretical position, but also from the position of possible education of such manager, development of methodology, which will include all listed factors, taking into account impossibility to get maximum volume of information and at the same time possibility to perform creative approach, because managerial innovations are impossible without it, but using information and communication technologies. Our generation has already faced that tens of millions of work places start to replace hands-off procedures, including robots, machines and trucks on automatic pilot. Of course for companies it significantly reduces expenses (thus, it is profitable), but what will the result be for people, countries? Increase of unemployment? Increase of crime rate? Power changing hands?... It depends on us only, how we will use our resources and our future depends exactly on this.

Thus due to written above, justifiability of occurrence of such concept as «managerial innovation» becomes clear in current activity conditions. Besides, review and development of this concept as priority direction of innovation activity are proved.

References:

1. About innovative activity / the Verkhovna Rada of Ukraine; Law dated 04.07.2002 No. 40-IV // Available at: <http://zakon2.rada.gov.ua/laws/show/40-15>
2. Michelman P. Management Innovation Defined. - Harvard Business Review, 2007. – Available at: <https://hbr.org/2007/10/management-innovation-defined>
3. Pleshu G. Managerial innovations as key factor in restructuring of importers/exporters / G. Pleshu, S. S. Shapoval, G. S. Fomenko // Works of Odessa Polytechnic University. – 2009. – No. 1 (31). – P. 193–198.
4. Innovative management / V.I. Zakharchenko, N.M. Korsikova, M.M. Merkulov. - Kiev: Learning resource center, 2012. - 448 p. // Available at: http://pidruchniki.com/17261002/ekonomika/metodichni_osnovi_rozrobki_vprovadzhennya_upravlinskih_innovatsiy
5. Momcheva A.M. Managerial innovations: essence, types, peculiarities of implementation. // News of DNU. Series: Economics. - 2013. – Available at: <http://vestnikdnu.com.ua/archive/201374/98-104.htm>
6. About priority directions of innovative activity in Ukraine / the Verkhovna Rada of Ukraine; Law dated 08.09.2011 No. 3715-VI // Available at: <http://zakon2.rada.gov.ua/laws/show/3715-17>
7. BusinessDictionary: Information technology (IT). – Available at: <http://www.businessdictionary.com/definition/information-technology-IT.html>
8. The Free Dictionary (by Farlex): Communications technology. – Available at: <http://www.thefreedictionary.com/communications+technology>
9. Tech Terms: ICT Definition. – Available at: <https://techterms.com/definition/ict>

THE INTERRELATIONS OF YOUNG EMPLOYEES' VALUES

*Liliya Bilokris,
business trainer,
Consulting agency "3S"*

Annotation. *The author examines the values of young employees, which take an important position in their behavior regulation within the work collective of a company.*

Keywords: *young employees, values, corporate values, integration into society.*

Every company is interested in a constant influx of young employees who are considered as a huge innovative force that should be made good use. Young employees are integrated into a new social and professional community. In this context, it is expedient to study the values of young employees, their interrelations. The maximum coincidence of the employees' value positions ensures interaction, mutual understanding, and trust of the staff, therefore improves the efficiency of an organization.

Problem statements. The purpose of the article is to determine 1) the values of young employees in their interrelations; 2) the sources of their formation and their significance for the young employees' integration into the professional society.

For that reason, we assume it is necessary to clarify the parameters of the terms "youth" and «a young specialist». The specification of these concepts is important both for the development of a single scientific representation and for determining indicators that reflect the specific character of its social status (K. Bondarevskaya, A. Ovcharik, 2015).

So what is the understanding of "youth" in terms of age definition? In general, youth is defined as "the passage from a dependent childhood to independent adulthood" (Eurostat 2009: p. 17).

European youth researchers agree that existing youth definitions and concepts are becoming more and more blurred as a result of the "destandardisation of life trajectories"[6: p 2]. Not only does youth tend to start earlier and end later, but the transitions from childhood into adulthood are increasingly fragmented which is particularly visible through increasing discrepancies between different policy areas (Council of Europe International Review Team 2008: p. 17).

According to the overview conducted on the basis of a combination of reliable data from EKCYP country sheets, different youth policy reports and, information from Eurostat data sources, there are the following six groups of youth age definition:

1) 14/15/16 - 29/30 years — predominant European model followed by: Andorra, Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Denmark, Georgia, Italy, Lithuania, Hungary, Moldova, Germany, Poland, Russia, Slovenia, Serbia, Turkey, Croatia, Montenegro, Czech Republic and Spain;

2) 13/15/16 - 24/25 years — shortened youth age model followed by: Ireland,

Latvia, “the former Yugoslav Republic of Macedonia”, Switzerland and Sweden;

3) 12/13 and 30 years — start earlier and end later youth age model followed by: United Kingdom, Luxembourg, Malta, Norway, and Portugal;

4) 12/14/15/16 and 32/35 years — prolonged youth age model followed by: Greece, Cyprus, Romania, San Marino and Ukraine;

5) 3/6/7 and 25/26/30 years — youth age model comprising also childhood age followed by: France, Estonia, and Iceland; and

6) 0 and 25/29/30 years — children and youth merging model followed by: Austria, Belgium, Liechtenstein, Slovak Republic, Finland and the Netherlands.”[6: p 3].

In accordance with the Law of Ukraine «On the promotion of social development and development of youth in Ukraine», the citizens of Ukraine between 14 and 35 years old are defined as the youth.

As far as young specialists are concerned, they are mostly the graduates of higher educational institutions, who are considered to be young employees for 3 years period from the moment of signing an employment contract with the employer [3]. It should be mentioned that according to the State Statistics Service of Ukraine, the number of people under the age of 35 who had the status of unemployed in 2016 was 25% of the total number of unemployed of all age categories [<http://www.ukrstat.gov.ua>]. This indicates the low competitiveness of young professionals in the labor market. In order to get qualified for a competitive position in Ukraine, the diploma is not enough today - more ponderable evidence of young employees' competence are needed, as well as the ability to utilize the knowledge gained in practice and training throughout their life. In respect of the latter, the concept of a multichoice career is widespread in modern psychological science. Its main provisions come to the fact that:

- the professional biography of each employee is unique;
- the dynamics of professional development is determined by the career cycles each of which consists of mini-stages of professional development;
- the transition from one stage to another is accompanied by short, but intensive periods of training (advanced training);
- professional success is ensured by the level of development of the meta-skills or competencies [2; 5]

The ability of psychological adaptation in the work collective has an important part to play in the competitiveness increasing as well as the existence of values that determine the further development of a young employee as an individual. Therefore, in the framework of this article, we will dwell, in particular, on the problem of values of young employees, which is becoming increasingly important in modern society.

The analysis of the scientific literature has shown that nowadays much attention is paid to the problem of values. Taken together, the results of the scientific works analysis demonstrate that most investigations consider the various aspects of values, the peculiarities of the mechanism of normative and value regulation, values of modern civilization, etc. In the frameworks of our study we will consider the works representing the analysis of socio-cultural transformation processes in modern society (Z. Golenkova,

T. Zaslavskaya, V. Lisovskiy, etc.), because it is the modern society that influences the formation of youth values.

The features of modern working youth as a social, economic and generational group are described in the works of N. Bobneva, V. Bekhterev, Y. Zubka, I. Ilinskiy, E. Kovaleva, I. Kon etc. It should be noted that the problem of an individual's values formation becomes especially urgent in modern Ukraine in the context of the sociocultural situation characterized by the socioeconomic and moral crisis of the society and by the change of values priority.

One criticism of much of the literature on the problem of values is that there is ambiguity in the interpretation of the concept itself, which is due to both the complexity of the values themselves and the variety of approaches to their nature interpretation.

In the World Encyclopedia: Philosophy (2001, p. 1199) values are defined as elements of the personality's internal structure, formed and embodied by the individual's life experience in the course of socialization and adaptation processes that separate the significant (essential for this person) from the insignificant through perception or non-perception by the person of certain values, apprehended as the key goals of the life. Accordingly, the existence of values is the first principle for a human-being both as an individual and as an integrated member of society.

Proceeding from the presented interpretation, sharing the opinion of E. Sharovoy, we also believe that the process of an individual's values formation is determined by the sources of three levels – the macro-level, the mesolevel and the micro-level.

The macro-level is a universal culture, a culture of civilization, where an individual dwells (norms, rules, behavioral patterns, patterns of thinking and approaches to the value of all mankind). The sources of values formation at the macro-level are as follows:

- the political structure of the country (the degree of a society democratization), which results in the behavioral patterns of a young employee as well as influences the formation of an employee's values foundation, and outlines the framework of socio-economic, cultural and moral relations for a young specialist;

- the mass media and the degree of credit given to them: the mass media determine the attitude to the world events, the style of behavior and stereotypes of the youth thinking;

- the mentality of the people, regulating a young employee's behavior and attitude to work;

- the degree of religiosity, because religion performs a powerful ideological function, contributing to the formation of relationships based on religious norms and principles.

2. At the mesolevel, the formation of young employees' values occurs both in large and small social groups they enter either directly or indirectly and interact throughout their life. This group of sources includes staff, enterprise administration, a group of people gathered due to common interests (sports section, choral studio, etc.). These sources correct a young employee's values content, adapting it to the living conditions. The staff takes the most remarkable role in the values formation. The values of the staff are determined by the location and scope of activity. They are created in the conditions of

corporate culture that predispose the rules of communication and are based on a certain system of corporate values. Thus, the staff actively forms the young specialists' system of values, their expectations, and the recognition of their social status. In other words, the process of socialization takes place there.

At the micro-level, the formation of the young employees' values takes place through the prism of personal relationships that lay the values foundation of an individual.

The following is the analysis of the mesolevel values sources and their influence on the young specialists.

In the psychological literature there is the concept of «values unity» that serves as an indicator of group cohesion and characterizes intragroup relationships that reflect the degree of the thoughts, assessments, attitudes and positions of group members coincidence with the objects (goals of activity, individuals, ideas, events, etc.) (A. Petrovsky, V. Shpalinsky, 1978; R. Krichevskiy, E. Dubovskaya, 2001). The values unity within a group (a collective of employees) is the convergence of judgments and assessments in the moral and business spheres, in approaches to goals, objectives, and values. The values unity as an indicator of the group cohesion in no way provides for the coincidence of assessments and positions of group members in all respects, leveling out any manifestations of the individuality. The diverse and variegated picture of tastes, aesthetic needs, values, hobbies and interests of the group members does not prevent the formation of cohesion and its preservation if the opinions converge in a general way. The values unity is a positive attitude of the members of the group to the same goals and values.

The value system is formed under the influence of the organizational structure of a company, the management style and the culture of a company's management, the clash of values of the senior, middle and young generations, different social groups and different ethnic groups, the introduction of new employees, etc. The formed system of values to some extent smoothes over the differences in the values of employees. Thus, from a psychological point of view, the content of values is determined by social relations in the same way that these relations are fixed in the public consciousness, in the standards of culture, in the norms of behavior. The psychological and pedagogical aspect of the problem of values is that under the purposeful influence, universal values emerge as needs that motivate an individual to develop, create, and apply these values in his/her life. Only in this case, social norms and values can act as regulators of an individual's behavior.

The content of the system of values depends on the sphere of activity as well as the adopted within a company philosophy, understanding of changes and trends in society, economics, science, technology by the company management.

All stated above allows us to consider the system of values as an integral part of the corporate culture, as the adopted in a company model of behavior for the entire staff, including the company leadership. The system of values incorporates such spheres:

1. Relation to the surrounding world (to nature, to the people, to the country, to social and material achievements, to the history of the country, to duties to society and

the state).

2. Attitude towards oneself and other people (mutual assistance, mutual support, mutual respect, friendliness, respect for another opinion, humanity, kindness, justice, integrity, responsibility, honor, dignity, decency, spirituality, intelligence, honesty).

3. Attitude to activity (ability to adapt, zeal, self-organization, discipline, tolerance, activity competence).

4. Relation to legal norms (legal competence, sustainable legal awareness, the conviction in the need to observe the legal norms, respect for the law, stable civil and legal position) [4].

In addition, it should also be pointed out that universal features of the system of values, which are based on universal principles (such as the ability to fulfill commitments at the highest professional level of competence; flexibility and zeal; the ability to work in a team; the ability to take risks and assume the responsibility; the ability to make decisions and be responsible for them; to respect others; to see the future; to trust people and to be reliable for others; etc) contribute both to the psychological adaptation of a young specialist in the group of a company's employees and to the prospects for his/her professional growth.

Mastering these values, adapting them to the work activity environment and then turning them into values a young employee becomes an active subject of the company's staff.

Nowadays the competitiveness of a young specialist in the labor market is determined not only by his/her professional competence, but also by the availability of the values that promote communication skills, the foundations of personal growth, self-diagnostics and other abilities including the ability to a rapid social adaptation, necessary for a career success. Openness to the world, tolerance, the ability to attract and inspire trust, goodwill, the ability to sympathize with someone are important features of a specialist who wants to succeed in the modern labor market [1]. The interrelation of the above-mentioned values of a young employee contributes to his/her successful integration into a company. Getting into a new work collective, into new and difficult living conditions, young specialists need help and support for their social and psychological adaptation. Successful adaptation to modern conditions means not only successful professional activity, but also some personal problems solving, the development of a positive life orientation, activation of one's own resources to overcome obstacles.

In the frameworks of our study, it is also expedient to consider some contemporary labor values. Under labor values we understand certain norms and ideal personality to which a young employee strives. Labor values are indicators of labor motivation (G. Monusova, V. Mahun, 2010). The analysis of the scientific publications on the subject makes it possible to assume that young people are more susceptible to new market values, which hold a leading position in the structure of their professional preferences.

The material and status values are also significant for modern youth. As compared with other age categories, the value of success and self-importance hold a high position in their rank of values. Besides, a career growth is of a great importance for young

employees. In order to achieve their goals, they even agree to suffer some inconveniences and to take a lower paying jobs.

Young employees often demonstrate a high level of knowledge and skills, but they lack the maturity when it comes to good old concepts of productivity, quality, and behavior in the workplace. Consequently, it is necessary to form such a value as self-management.

We need to underscore that young employees are more adapted to the current pace of life rather than the older generations. One of the paradoxes associated with young people is that they are always in a hurry to perform short-term work, but when it comes to long-term tasks, they lack a sense of urgency. They do not understand how quickly time flies and believe that everything should happen instantly. They do not think for weeks or months, but for minutes and hours. Accordingly, young employees must learn to manage time more efficiently. Therefore there is a need for another value - the ability to correctly prioritize.

Limited by the scope of the article, we just state that one of the key values for young professionals is the desire for stability and career and professional demand. The job for them is the ability to occupy a certain place in society, a means to succeed in their life, develop their abilities in a certain professional activity, realize themselves, and gain recognition. This means that it is important for them not only to keep a job and interest in it but also to take a chance to hold a certain place in society.

The psychological state of young employees is determined by the degree of their satisfaction with their position. In this case both the psychological atmosphere in the work collective and the nature of the work activity, its content and prestige, career prospects are of tremendous importance. All these factors depend on the correlation between the values and the ability to dispose of them.

Conclusions. Values play a large part in the integration of a young employee into the professional society. Young specialists' values promote the further development of a company they work for. Understanding the importance of values by young employees allows them to successfully adapt to the existing system of relationships inside the work collective, to master a new system of corporate values, to change their behavior, to master general and professional competencies, to plan a career and a professional development pathway.

The scientific novelty of the research is that values are considered in their interrelation as an integrated component of the professional growth of young employees that ensures the succession of corporate values, behavioral norms, problems solutions matrix, customs and traditions of a company.

The theoretical value of the work lies in the study of the young employees values, the sources of their formation and content. The findings can also be used in the further study of the young employees values.

The practical significance of the research is determined by the use of its results for youth audiences on courses of advanced and in-house trainings with young employees.

References:

1. Balter Ye.B., Faminskaya M.V. Personal qualities of a young specialist as competitive advantages in the labor market // Collection of papers: Assistance to the professional development of the individual and the employment of young professionals in modern conditions. - Belgorod, 2011. - P.28-31 (in Russian)
2. Zeyer E.F. Psychology of professional development: Coursebook - 2 nd ed. - Moscow: Publishing Center «Academy», 2007. - 240 p. (in Russian)
3. Labor Code of Ukraine from 10.12.1971 № 322-VIII. – Verkhovna Rada of Ukraine, 2014.
4. Kopylov A.A. The process of an individual's values formation in a group in transforming structures // Analytics of cultural studies. - Electronic scientific edition. - Issue 2 (20), 2011. (in Russian)
5. Symanyuk E.E. Psychological barriers to professional development of an individual // Practical-oriented monograph. - Moscow: Moscow Psychological and Social Institute, 2005. - 252p. (in Russian)
6. Defining youth in contemporary national legal and policy frameworks across Europe (2016) // Partnership between the European Commission and the Council of Europe in the field of youth/ Prepared by Bojana Pero . - [<http://pjp-eu.coe.int/>].
7. Eurostat (2009), Youth in Europe, A Statistical Portrait, Publications Office of the European Union, Luxembourg.

INNOVATIVE APPROACHES TO LIGHT INDUSTRY ENTERPRISES POSITIONING IN UKRAINE

Iryna Ignatieva,

*Doctor of Economic Sciences, Professor,
National University of "Kyiv Mohyla Academy"*

Annotation. *The need to adapt to the competitive conditions making a significant impact on enterprise vigorous activity on the market raises priority to strategic management tools – the competitive positions assessment of companies and search for new competitive advantage. In a continuous change of competitive markets, light industry enterprises of Ukraine are forced to search for new sources of competitive advantage in the environment to sustain or maintain market position. Studies suggest that monitoring of light industry enterprises ambient in the final version should have the same direction of competitive advantage.*

Keywords: *strategic management, light industry enterprise, competitive advantage, enterprise positioning.*

The research of scientific approaches to interpreting competitive advantages, essential points description, factors of competitive advantages, enable us to conclude that the current conditions of the concept of “competitive advantage” is methodologically important [1, 2, 3, 4].

The main purpose of the company competitive position assessment is the search, selection, development and provision of priority advantages over competitors. Because according to the author, competitive advantages are the components of the competitive position, there is a need to embrace this method of competitive advantage evaluation, which meets the following requirements:

- Could be used by various sectors of light industry;
- Was clearly structured, thus allowing complete and correct to characterize the influence of macro-and microenvironment in determining the position of industrial enterprises;
- Allowed to determine the strategic direction of the industrial enterprise in the market;
- Possible to achieve high accuracy assessment position that is now on the industrial market.

Based on the above mentioned requirements, define the problem to be solved in case of this evaluation method appliance:

- Goals adjustment of the enterprise;
- Comprehensive analysis implementation of the economic situation derivative;
- A permanent record of the factors of uncertainty of the environment;
- Diagnostics of the company product portfolio;
- Calculation of competitive advantages level;
- Formation of the priority strategies depending on the change of situation and

strategic variables.

Assessment of the competitive position of the company – is not only a necessary step in the algorithm strategy of the enterprise, but also a tool of strategic management. The direction of the strategy depends on the accuracy assessment of the position. In this regard, we believe that the technique should be based on two aspects:

- 1) On broad appeal of diagnosing the competitive field;
- 2) On the level determination of competitive advantage.

The technique presented in the form of block diagram (Fig.1).

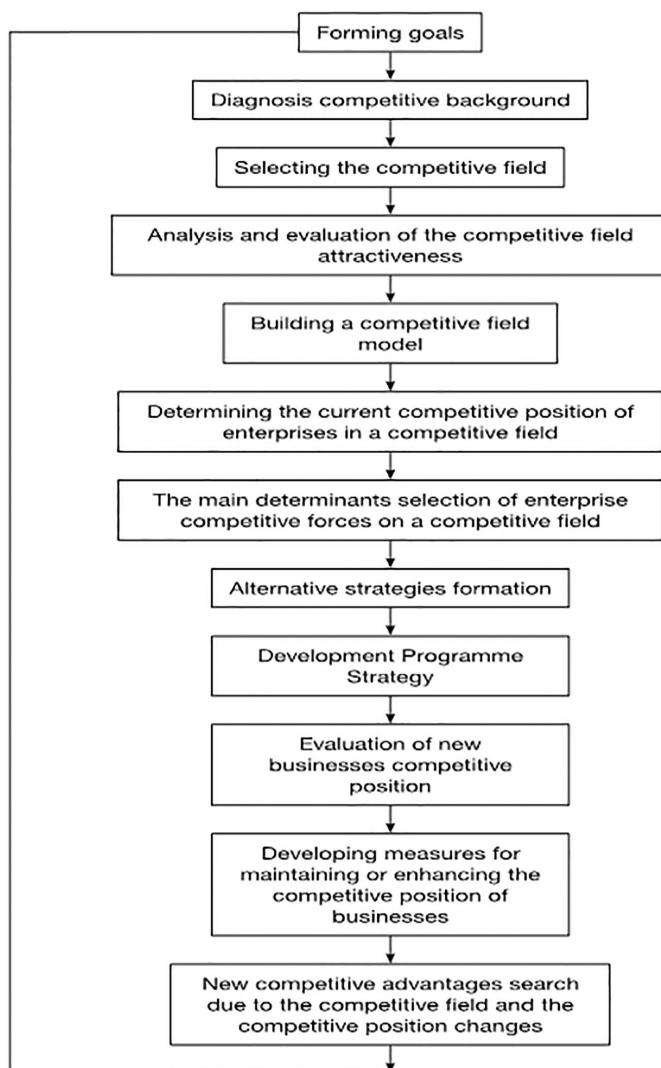


Fig. 1 Block diagram of methods for the competitive position evaluating

Since competitive advantage is a fairly complex multi concept, the analysis and assessment must be closely associated with the competitive background and competitive field, especially with its level. And competitive field is identified with a particular industry or area in which the competition is. So a large variety of industries determines competitive fields. It is obviously that the competitive field can significantly affect the final conclusions of the company competitiveness study, its position and company strategy development. Thereby, it is very important to examine the main components of the competitive background more clearly.

Allocating outside the competitive field, three levels of competitive relations should be taken into account:

- Micro-level (specific types of enterprise products);
- Meso-level (industry, corporate enterprises);
- Macro-level (farm country).

According to this conditional division competitive characteristics can also possess micro-, meso- and macro-level. Micro-level characteristics display quality and price products. Mesolevel characteristics provide sustainable improvement of the resources sector efficiency. Macro-level factors reflect the overall economic system, their balance, investment climate, tax regime and others.

It should be noted that such business competition structure allows characterizing the elements of this complex category more precisely and revealing their relationship.

It also helps to justify the effectiveness of approaches to enterprise position assessment, depending on the playing field, opening opportunities for defining the strategic directions of competitiveness at every level. The more complex competitive field and the relationship between economic competitions are, the more important this structuring is.

In summary, we have come to believe that the diagnosis of the competitive background – is not only factors fixing that have no direct connection with the market, but also to determine the degree of importance of effective factors for the company. In this regard, the authors suggest using the following methods of analysis of the competitive background:

- Situation analysis method (the essence of this method is to establish macro factors and to assess their dynamics);
- Method of background profile of competition (the essence of this method is to estimate the relative importance established macro environment factors for enterprises factors);
- Method “scenario for the future” (the essence of this method is a definition of dynamics forecasts of set out components).

It should be noted that there are many variables (components) that describe the status and progress trends of the object competitive background. We hold the view that the relationship of the competitive background components and also their determining factors must be comprehensive and systematic. The existing in economic literature “macro environment factors classifications” allow to make the research process of

competitive background components full-scale and formalized and can be recommended to the comprehensive analysis [2, 4]. In result, the following features of the competitive background were revealed: difficulty of quantitative measurement of the degree of interaction of competitive factors in the background of an enterprise; the competitive dynamics of the background; the close interdependence between the factors; many factors to be analyzed; the main factors determining the components of the competitive background are the driving force that makes an impact on the stability of the company market position. Diagnostics competitive background should be finished by profiling, which allows to estimate the relative importance of both the industry and for individual enterprise.

The process of analyzing the competitive background is difficult and time-consuming procedure and its final results are as follows:

1) Important factors election from the total aggregate, which may affect the development and changes in industry market, and the influence nature and strength for each of these factors;

2) A scenario development of possible components rising of the competitive background within a prescribed period of time;

3) Key competitive advantages identifying of backgrounds that are the main conditions of economic systems (world, country, regional) functioning.

Selecting the competitive field to study its appeal is the next methodical element for the competitive position evaluation. The essence of this element is to establish Strategic Management Area (SMA) of industrial enterprise. Successful selection of Strategic Management Areas (SMA) provides:

- More complete attractiveness and availability assessment of the SMA allocation;
- Clear definition of the company current competitive position;
- The right choice of competitive strategies with an aim to achieve more stable and strong position in a competitive field.

To select SMA it should be effectively used the product and geographical restrictions. In our view, the definition of a competitive field requires clarification. The competitive field should be considered as the market space share to be affected by the competitive background components within which the activities of an industrial enterprise will be carried out.

The purpose of competitive area analyzing as to strategic orientation is prospects complex assessment of this competitive area. Based on the materials studied in this regard, we follow the idea that the best method for evaluating of the competitive background attractiveness is an indicated method. It is based with the embedded indicators system by which we can evaluate the researched object. And an indicator will be regarded as a set of characteristics that can formally describe the object state parameters, in this case the competitive field. Each indicator in turn consists of several individual indicators. Such indicators should characterize the individual elements of the competitive field. Tracer method usage is a fairly common method used in the world, for example, to assess the competitive potential of enterprises and others.

The system of indicators represents a barometer that allows recording correctly the state of SMA and predicting behaviour in the future strategy in it. It should be highlighted the features of the competitive field assessment:

- 1) The competitive field analysis is a systematic selection of all terms of relationships both real and potential SMA objects;
- 2) Competitive field conditions equally affect all competitive field objects;
- 3) Consumer preferences and expectations study as far as competitors reactions make it possible to predict their behaviour type and to choose the most successful competition field;
- 4) As a fairly large number of parameters are in action characterizing SMA, it is almost impossible to take into account all of them;
- 5) Not all the competitive field parameters can be assessed quantitatively, but only some of them.

Thus the attractiveness of the competitive field has quantitative and qualitative characteristics. As it was mentioned above that the indicated method is the best one for evaluating of the competitive background attractiveness and the most commonly used in the world for competitive potential assessment of enterprises and others. For diagnosing convenience of competitive field attractiveness the indicators were divided into quantitative and qualitative. Their composition is given in Table 1.

Table 1

The composition of competitive field attractiveness indicators

Quantitative indicators	Qualitative indicators
1. Market capacity (in natural and value terms); 2. The import-export balance in SMA; 3. The competitive field structure; 4. Openness degree of the field; 5. The concentration degree ; 6. Profitability; 7. Demand; 8. The satisfaction degree of demand; 9. Field fluctuations ; 10. Prices level and dynamics; 11. The volume of commercial supply, presented in a competitive field (in natural and value terms); 12. The level of customers' concentration.	1. The consumer needs structure ; 2. Consumption motives; 3. Type sustainable consumption ; 4. The costs and revenues structure ; 5. The method consumers receive information ; 6. Product life cycle stage in the field; 7. Phases of the field development cycle; 8. Requirements for goods from the channels of promotion, sellers, customer; 9. The barriers presence to entry into the field; 10. Field availability; 11. Non-price competition possibility; 12. Customers composition; 13. The competitive field type

Analyzing the competitive structure of the field, it must be taken into consideration not only the number of objects acting on it, but also their size. Many sellers can be represented in the field but only one or a few can dominate there. To describe the competitive field structure and evaluation of its monopolization it should be investigated the degree of sellers' concentration in the market. Concentration indexes characterize the uneven distribution degree of production or existing enterprises sales as well as their

impact on general trade conditions in the competitive field. To estimate the degree of concentration it is important to use the basic indicators of concentration used in economic theory as well as in anti-monopoly authorities practice. According to different values of concentration ratio and Herfindahl-Hirschman ratio three types of fields are highlighted according to the degree of concentration (Table 2).

Table 2

**The competitive field classification according
to the degree of enterprises concentration**

Market type	The limit value of CR3 and HHI	The limit value of CR4 and HHI
Highly-concentrated	In $70\% < CR3 < 100\%$; $2000 < HHI < 10000$	In $80\% < CR4 < 100\%$; $1800 < HHI < 10000$
Moderate concentrated	In $45\% < CR3 < 70\%$; $2000 < HHI < 10000$	In $45\% < CR4 < 80\%$; $1000 < HHI < 1800$
Unconcentrated	In $CR3 < 45\%$; $HHI < 10000$	In $CR4 < 45\%$; $HHI < 10000$

Thus, the applied in practice indicators usage of market concentration and market classification types makes it possible to assess the degree of competitive field monopolization, the uniformity of companies' distribution in it and helps to formulate a competitive advantage.

Based on the foregoing, the assessment of competitive position in the competitive field is defined as follows:

$$CPE = R \times R_{\text{attract}}, \quad (1)$$

where CPE is the competitive position of enterprises, R is the integral ratio of competitive advantage; R attract – attractiveness ratio of the competitive field.

$$R = U1 \times U2, \quad (2)$$

where U1 is the level of external competitive advantages; U2 is the level of internal competitive advantages.

$$U = S \times \frac{P_{\text{company}}}{P_{\text{leader}}}, \quad (3)$$

where S is a competitive field share that the company takes; P company is the company return on sales; P leader is return on sales of competitive field leader.

Based on the competitive field evaluation according to Light Industry of Ukraine data of such companies as LLC "Dana", LLC "Zhelan", JSC "Volodarka" OJSC "Yunist", JSC "Vorskla", the competitive position of businesses is defined as it is shown in Table 3.

Table 3

**The evaluation results
of the company competitive position**

Company's name	Competitive field share S%	R attract	Competitive background	P company / P leader	U1 – is the level of external competitive advantages	U2	CPE (0-5)
LLC "Dana"	2-5	0,25	0,29	0,5	1	0,5	0,25
LLC "Zhelan"	6-8	0,25	0,36	0,9	5,6	1	1,4
JSC "Volodarka"	2-3	0,25	0,29	0,4	0,8	0,2	0,2
OJSC "Yunist"	1-3	0,25	0,26	0,2	0,2 5	0,5	0,05
JSC "Vorskla"	5-8	0,25	0,33	1	5	0,5	2,5

Taking into consideration different professionals views, the company's rating in the branch is to be regarded as the competitiveness. Hence, according to the assessments LLC "Dana" is in the top five, LLC "Zhelan" is an industry leader, JSC "Volodarka" is uncompetitive, OJSC "Yunist" is in the top ten, JSC "Vorskla" is in top ten.

Conclusions. Thus, the proposed method of the company position estimation has features of practical application and the following differences:

- The technique is based on a systematic approach to assess the enterprise position by taking into account the additional factors referred to three levels of economic systems: competitive background (macro level), the competitive field (branch), competitive advantages (company level);
- Important role in the assessment methodology is to be played by a diagnosis of the competitive field and competitive background;

- The total impact of competition and competitive background field significantly affect the company competitive position that continues to affect the competitive strategy choice;
- Diagnosis of the competitive background is based on the preparation of its profile;
- Systematized basic criteria are the determining basis of the degree of attractiveness as referred with competitive field.
- Assessing methods of competitive position according to the “matryoshka” dolls principle allow determining the position in a competitive field more accurately.

References:

1. Savelieva O. Some problems of light industry of Ukraine during the accession to the World Trade Organization // Light industry. - 2002. - №2. - P. 6-7. [in Ukrainian]
2. Pavlova V.A. Competitiveness of the enterprise: assessment and strategy of providing: monograph. - Dnipropetrovsk: Bulletin of DUEP, 2006. - 276 p. [in Ukrainian]
3. Muntiyan V.I. Competitiveness of the national economy as the main criterion of economic security // Mechanism of economy regulation. - 2010. - No. 2. - P. 23-43. [in Ukrainian]
4. Voychak A.V. Competitive advantages of the enterprise: essence and classification // Marketing in Ukraine. - 2005. - No. 2. - P. 45-49. [in Ukrainian]
5. Ignatieva I., Yankovoy R. Core principles for SMEs development activation modeling // Modern Science — Moderní věda. — Praha. — Česká republika, Nemoros. — 2016. — № 4. — P. 7-16.

THE CONTENT OF FINANCIAL STRATEGY OF INSURANCE COMPANY

Nadiia Lys,

*Post-graduate student, Financial institute of scientific research
of «Academy of finance management»,*

Olena Gnatenko,

*Assistant Professor of Finance Department,
National University of Food Technologies*

Annotation. *The essence of financial strategy of insurance companies and its theoretical content and objectives are considered in the article.*

Keywords: *insurance, insurance company, insurance business.*

Problem. The changes of external and internal environment are mercilessly influenced on efficiency of insurance market development. In the conditions of such unstable insurance relations, it is important for insurance companies not only to survive, but foremost, to carry out effective insurance activity. Economic processes have a cyclic form of development that in its turn predetermines the necessity of the use of strategic approach to management in insurance organization, and the key element of strategic management in insurance company is financial strategy.

Analysis of the last publications. The questions of companies' strategic management found a reflection in researches of such scientists and researchers as O.D. Vovchak [1], V.D. Bazylevych [2], V.M. Furman [3], O.F. Filoniuk [3]. But at the same time the essence, content and constituents of financial strategy of insurance companies, are needed further development.

Basic results. Financial strategy of insurance company is the strategy that is made reality through the certain methods of realization and achievement of financial objectives of insurance companies, coming from the changeable terms of environment. Scientists distinguish two basic constituents of this strategy, such as: financial strategy that has special purpose character and financial strategy of resources.

Financial strategy of special purpose direction has the following constituents: strategy that is related to the increase of insurance organization's cost, strategy that is responsible for the increase of sales volumes of insurance foods, strategy of the increase of insurance companies' income.

Such strategies can be combined depending on the established objective and financial interests of different subjects' groups of financial and insurance relations in the organization. Among these groups, it is possible to distinguish shareholders, clients, top-managers, personnel.

Characterizing the insurer, it is possible to say, that their main financial interests are insurance services' cost, size and completeness of insurance payments and reliability of insurance companies. The major financial interests for the personnel of insurance

organization are the level of own profits and financial reliability of insurance company. Outlining, financial interests of top-managers, it is important to mark that they are under the financial goals of shareholders, and also envisage the level of income, increase of insurance company's cost and the level of own profits. Financial interest of the shareholders of insurance organizations is sent to the increase of income and insurance company's cost or in the profitable cost increase. In spite of the above information, the core of financial strategy of insurance company will form financial interests of its shareholders, and top-managers and personnel of insurance organization will do these interests.

Financial resource strategy is the next forming constituent of financial strategy of insurance company. It depends on the sources of financial objectives realization of insurance organizations. Thus, it is possible conditionally to distinguish two types of financial strategy with special purpose: strategy of self-finance and investment financial strategy.

The self-finance strategy is characterized by the reinvestment of part from got income of the insurance company for the sake of business volumes increase by its scaling and cost increase of insurance organization. The advantages of this strategy are the following: to consider the company's construction with the same standards and with same business processes, and also with the similar corporate culture. For realization of self-finance strategy, it is needed to design the corresponding divisions of strategic plan.

In its turn, investment financial strategy (due to shareholders' money or debt funds at the market) envisages the presence of investment project that serves to interests of achievement the special purpose financial indexes of strategic plan of insurance company. Unlike the self-finance strategy, investment strategy envisages financial resources for development of insurance company on requiring payment basis, at the same time, methods of calculation of "size of payment" for the presented financial resources can be various. However, the most widespread is the classic discounting of money flow. It worst to mark that investment financial strategy of insurance organization consists of the following stages: development of investment project, project realization and estimation efficiency of project realization.

Let's consider the basic descriptions of investment project:

1. Has a certain term of realization;
2. Sent to the achievement of strategic object that envisages the obtaining of unique measurable result.
3. Provided with the resources for obtaining the objectives and separated by the control system of these resources.
4. Has one or many customers.
5. Connected with investment expenses.
6. The interval of effect obtaining is under the scopes of one year from the moment of project's operating phase beginning.

To the typical investment projects it is possible to take:

1. A project of creation / purchasing of business or the part in business with the aim

of management.

2. Project of sales point opening (branches or divisions).
3. Project of acquisition and creation of the fixed assets and non-material assets.
4. Project of new product introduction.
5. Project of stock acquisition / shares on term more than one year.

The basic advantage of investment financial strategy is absence of necessity to line up business from the beginning, and in the earliest possible terms the cost of insurance company increases due to the already prepared business.

At the same time, such strategy has disadvantages, which exist in the necessity of investment of considerable part of financial resources, lining up only business processes, alteration of the purchased business, complication of process, forming of exclusive corporate culture. Unfortunately, the results of merger and absorptions are not always obvious.

Strategy of merger and absorptions can be considered from two sides: that acquires and sells.

It can be marked that investment projects in counterbalance to the current budgeting are sent to the achievement of strategic objectives of the company. Thus, the investment planning occupies intermediate position between the operative and strategic planning.

All stages of order development and investment projects' realization of insurance organizations are regulated by the normative base of insurance company.

It will contain:

- Statute about the investment planning. Planning of investment activity presents the basis of enterprise investment activity. Planning of investment activity is the process of system's plans development and planned indexes process from providing enterprise of the necessary investment resources and increase of its investment activity efficiency in the future.

- Classifier of investment projects. The investment project is the complex of related measures in relation to determination of directions of capital investment on the certain term with the aim of gain the profit in future.

System of related investment projects that is incorporated by the general aim, only resourcing of finance and management organs are named the investment program.

Classification of investment projects is following:

- Investment projects depending on their special purpose orientation are tactical (related to the increase of volumes of products making, upgrading, equipment modernization) and strategic (projects that envisage the change of ownership form or cardinal change of production character).

- Depending on the cost and scale projects are divided into small, middle and large.

- On duration of realization, projects are divided into short-term (to one year), average (1-2) and long-term (3-5).

- According to the kinds, projects can be classified:

- 1) projects with the ratified funds of financing, that are on the different stage of realization, but unfinished yet;

2) projects with the unratified and unapproved funds of financing, that, in turn, is divided:

- those, decision about expedience of investing is made directly guidance of corporation;
- those that depend on the consumer (financing begins only in that case, when the corporation on the tender wins the contract to supply products).

After compatibility of realization investment, projects are divided:

- on independent from realization of other projects of the enterprise;
- that depend on realization of other projects of the enterprise;
- projects of other investment projects.

Depending on the class of projects it is distinguished multiprojects, that eliminate realization, multiprojects and monoprojects.

Multiprojects are the special purpose international, national, inter-branch and branch programs of development, that contain plenty of related projects incorporated by general aim, that is characterized by the resources and limit time of implementation dedicated on their realization. Such programs are developed, supported and coordinated on the corresponding levels of management: state, republican, regional, municipal and other.

Multiprojects are the projects sent for providing and realization of certain strategy of enterprises development (providing of high profitability of property asset, financial firmness, general efficiency of economic activity of the enterprise).

Monoprojects are separate investment, innovative projects that needed creation of unite project team. Such projects depending on contents and aim of their realization are divided into technical, organizational, economic, social, mixed and have corresponding limitations in financial and other resources, time, criterion in relation to products quality.

Depending on the chart of financing that is envisaged, it was distinguished:

- investment projects that is financed due to the internal sources of the enterprise;
- projects that is financed due to funding;
- projects that is financed due to loan sources;
- investment projects with the mixed forms of financing.

Limit interval of time, for that the investment project will be realized is named the life cycle of investment project.

The stages of investment program of insurance organization forming:

1. The choice of the main criterion of projects selection to the investment program of insurance company.

2. Differentiation of quantitative values of the main selection criterion after the types of investment projects.

3. Construction of the system of projects selection limitations to the investment program on the select criterion.

4. Rank of projects that is examined on the main criterion and set limitations.

5. Forming of the investment program in the conditions of parameters limitations of operating activity.

6. Forming of the investment program in the limitations conditions of average cost of investment resources.

7. Forming of the investment program in the limitations conditions of general volume of investment resources.

8. The estimation of formed investment program after the level of profitability, risk and liquidity.

- Methodologies of efficiency estimation of investment projects.

Methodologies of efficiency estimation of investment projects use all countries in the world. Most often the analysis is conducted by means of 5 methods that are combined into two groups.

The first group contains the methods that are based on the use of discounting principle:

- method where net current cost is determined;
- methodology that includes the calculation of investment profitability, and also internal norm of income.

The second group contains three methods. So-called traditional or simple methods, as they do not use discounting conception:

- methodology based on the calculation of recoupment term;
- annual method (project, calculation, middle) norms of income;
- method where there is the point of break-even.

The next type of financial resource strategy is strategy of increase due to mergers and absorptions. Realization of merger strategy and absorptions at purchase envisages the following measures:

1. Development of plan of insurance companies acquisition.
2. Development of budget on the purchasing of insurance companies.
3. Plan and budget realization.
4. Estimation of merger and absorptions efficiency.

Realization of merger Strategy and absorptions from the side of salesperson has the following constituents: search of the customer or investor, making sales decision, determination the conditions of bringing the investor or sale.

Insurance companies, the selected financial strategy are represented in the strategic plan. It has a separate division, or can be shown in the additional appendix to the strategic plan. The main business-intention and strategic objectives of insurance business development consist of key financial indexes of insurance company development on the long-term prospect.

Insurance companies, to be on the sufficient level of these indexes it is carried out the calculation of necessary resources that is represented in the programs of development. They are developed for every key area and the increase of company's capitalization depends on its development. Will outline the most ponderable programs of development in area for the objectives of insurance company's capitalization:

- expansion of sales places and infrastructure;
- marketing;
- operating activity;
- information technologies;
- personnel.

In the programs of development especially in the key areas there are basic measures, and their realization will give an opportunity to attain the established objectives. Every program consists of necessity of the resources: material, human, informative, all of them will allow to carry out the marked measures.

To realize the marked programs, it is needed to expect the amount of necessary financial resources. It is represented in a long-term financial plan as the division of strategic plan. A long-term financial plan, as a rule, consists of strategic budget and strategic development budget (charges from income).

Financial plan is developed on the basis of self-finance, or as the investment project and has clear criteria of its recoupment.

Thus, we described the basic theoretical aspects of financial strategy of insurance company, and consider that the key tasks of financial strategy of insurance organization are achievements of high level of financial firmness of insurance company, providing of effective system of management risks, balancing of insurance and investment brief-cases.

References:

1. Vovchak O.D. Insurance: course book / O.D. Vovchak. – K.: Knowledge, 2011. – 391 p.
2. Insurance: course-book / Bazylevych V.D., editor. – K.: Knowledge, 2008. – 1019 p.
3. Strategic management of insurance company: Multi-authored monograph / [V.M. Furman, O.F. Filonuk, M.P. Nikolenko, O.I. Baranovskyi and other]; Scientific editor and author manager, Ph.D. V.M. Furman. – K.: KNEU, 2008. – 440 p.
4. Plysa V.Yi. Course-book. K.: Carvel, 2015. – 472 p.
5. Shirinian L.V. Financial regulation of insurance market of Ukraine: problems of theory and practice: monograph / L.V. Shirinian. Kyiv: CEL, 2014. – 458 p.
6. Insurance: course-book / Manager of corporate author and scientific editor is S.S. Osadets. – 2nd Edition, revised and corrected edition. – K.: KNEU, 2002. – 599 p.
7. Bakirov A.F. Forming and development of insurance services market / A.F. Bakirov, L.M. Klykych. – M.: Finance and statistics, 2016. – 304 p.
8. Baranov A.L. The essence and approaches of investment activity of insurance companies / A.L. Baranov // Finance of Ukraine. – 2015. - № 2. – P. 83-97.
9. Nesterova D. Financial resources of insurance organisations and their investment opportunities / D. Nesterova // “Bulletin of Taras Shevchenko National University of Kyiv. Economics”. – Kyiv, 2013. – Ed. 12. – P. 71-75.
10. Picus R. The experience of investment activity of foreign insurance companies / R. Picus, D. Nesterova // “Bulletin of Taras Shevchenko National University of Kyiv. Economics”. – Kyiv, 2014. – Ed. 3. – P. 6-11.
11. Spletukhov Yu.A. Insurance / Yu.A. Spletukhov, E.F. Duizhikov. – Moscow: INFRA-M, 2016. – 320 p.

ИНВЕСТИРОВАНИЕ СЕЛЬСКОГО ХОЗЯЙСТВА В ЕВРОПЕ: ОПЫТ ДЛЯ УКРАИНЫ

Елена Мотузка,

кандидат экономических наук,

Национальная академия статистики, учета и аудита

Motuzka O. Investing of the agriculture in Europe: experience for Ukraine.

Annotation. The article examines the European experience of investment in agriculture, deals and specified the basic problems of stabilization and further development of investment activity agriculture in Ukraine. Overview and grounded strategic areas of investment in agriculture.

Keywords: agriculture, government support, investment, agricultural complex, European experience.

Экономические процессы в Украине, как и в целом в мире, приобретают новые формы, тесно связанные с процессами глобализации. Вступление Украины в мировое финансовое пространство, отношения с международными финансовыми организациями, инвестиционная и кредитная политика нашего государства, в условиях современной глобализации, определяются, в первую очередь, состоянием и результатами реформирования экономики страны. Процесс углубления интернационализации экономической жизни, проявляется расширением и осложнением взаимосвязей и взаимозависимостей национальных экономик, обобществления характера труда и производства в глобальном масштабе, растущее взаимодействие и координацию государств относительно разработки и реализации международной стратегии развития, объективно повышает значение внешних источников финансовых ресурсов для любой национальной экономики.

Привлечение внешних финансовых ресурсов позволяет стране потреблять и инвестировать сверх того, что производит ее экономика. Эффективное использование дополнительных ресурсов для финансирования накопления капитала позволяет ускорить экономический прогресс. Фактически страна может финансировать накопление капитала не только путем мобилизации внутренних сбережений, но также и путем привлечения внешних [5].

В последние годы в валютно-финансовой сфере Украины наблюдаются процессы интенсификации межгосударственного движения частных капиталов и усиления интеграции национальной финансовой системы в мировую. Объемы внешних активов и обязательств, накопленных резидентами Украины в целом, уже превысили средние показатели для стран с низким и средним уровнем доходов. Приток иностранного капитала, позволяет с одной стороны, увеличить количество финансовых альтернатив для отечественных предприятий, уменьшить стоимость заемного капитала, расширить базу потенциальных инвесторов и повысить ликвидность ценных бумаг. Однако, с другой стороны, при накоплении внешних обязательств усиливается уязвимость национальной финансовой системы от

воздействия неблагоприятных факторов внешнего характера. Вместе с тем возникает необходимость получения внешнего финансирования, ухудшающее уровень жизни населения страны-реципиента в краткосрочной перспективе (шоковая терапия) и превращающееся в долговой груз для будущих поколений. В таких условиях место и роль внешнего финансирования, определяется достижениями и потенциальными потерями от финансовой интеграции, а также выяснение основных тенденций и закономерностей приобретает особенную актуальность [6].

По данным Министерства экономического развития и торговли Украины, состоянием на март 2017 года за весь период сотрудничества Украины с международными финансовыми организациями стране предоставлено ресурсов на сумму 20,4 млрд дол. США, в том числе от Международного банка реконструкции и развития - на сумму 7,27 млрд дол. США для финансирования 116 проектов; со стороны Европейского банка реконструкции и развития - на сумму около 9,91 млрд дол. США для внедрения 294 проектов (65% использовано в частном секторе); Европейского инвестиционного банка - на сумму 1,7 млрд дол. США для 7 проектов; Международной финансовой корпорации - на сумму 1,7 млрд дол. США для 63 проектов; Черноморского бюро технического развития - на сумму 0,26 млрд дол. США для 13 проектов [9].

До сих пор не существует единственного подхода к определению компонентов внешнего финансирования как в отечественной, так и в международной практике. Принципы принятых классификаций в значительной степени зависят от цели исследования. Глобальный подход применен к структуризации основных компонентов внешнего финансирования по методологии Конференции ООН по торговле и развитию (UNCTAD) (табл. 1).

Таблица 1

Характеристика компонентов внешнего финансирования

№ з/п	Название	Характеристика
1.	Прямые иностранные инвестиции	Ценности, которые вкладываются иностранными инвесторами в объекты инвестиционной деятельности с целью получения прибыли или достижения социального эффекта
2.	Техническая помощь	Ресурсы или услуги, которые, согласно международным соглашениям, предоставляются донорами с целью поддержки экономики страны
3.	Денежные переводы мигрантов	Денежные доходы, посланные мигрантами на родину и в связи с которыми у отправителя не возникает никаких обязательств (в отличие от других финансовых потоков)
4.	Внешний долг	Долговые обязательства перед нерезидентами относительно возвращения одолженных средств (основная сумма долга) и процентов за ними
5.	Международные резервы	Финансовые активы, которые находятся в распоряжении национального банка и правительства на отчетную дату

Источник: [4].

В любом случае, несомненно, основными компонентами внешнего финансирования для стран с переходной экономикой, к которым еще в определенной степени принадлежит и Украина, являются прямые иностранные инвестиции.

Что касается инвестирования сельскохозяйственной отрасли, то за последние годы сельское хозяйство стало для инвесторов одним из наиболее интересных секторов украинской экономики. Это и не удивительно, поскольку инвестиции в сельское хозяйство способны решить целый ряд ключевых заданий связанных с развитием экономики: поддержка и стимулирование общего экономического роста, поддержания экологической безопасности, снижения уровня бедности в долгосрочной перспективе. Также стабильные и устойчивые инвестиции в сельское хозяйство способны создать толчок для развития новых инновационных технологий. Хорошо известно, что отрасль сельского хозяйства тесно связана с химической промышленностью, энергетической отраслью и многими другими. При этом стратегическими преимуществами Украины в аграрном бизнесе по сравнению с другими странами являются, например, относительно низкая стоимость производства зерна, а также достаточно дешевая логистика.

Проблемам финансирования инвестиций в сельское хозяйство посвященные исследования зарубежных ученых: Э. Денисона, Дж. М. Кейнса, Н. Лидлейна, В.Перло, Т. Сентэша, Й. Шумпетера и Д. Беккера.

Сегодня Украина третий мировой экспортер зерна после США и ЕС. Так, в 2015 г. были переработаны 64 млн т зерновых, что на 2,4% больше, чем в 2014, даже не учитывая оккупированного Крыма. Украина имеет конкурентное преимущество в производстве зерна благодаря высокому плодородию почв, низкому уровню производственных расходов и стратегической географической позиции; потенциал страны оценивается на уровне 100 млн т. Украина также является наибольшим производителем и экспортером подсолнуха, третьим мировым экспортером кукурузы, четвертым, - ячменя, шестым - соевых бобов и седьмым - курятины. 60% площадей под зерновыми занимают пшеница, ячмень и кукуруза [8]. В последнее десятилетие производство зерновых удвоилось, а в последние годы значительно выросло производство животноводческой продукции.

Хотя часть сельского хозяйства в валовом внутреннем продукте сократилась с 25,6% до 9,3%, а часть занятости в аграрном секторе уменьшилась с 19,8% до 17,2% за период 1990-2012 р.р., этот сектор был единственным в экономике страны, что продемонстрировал рост в 2015р., а именно 7%, сравнительно с падением на 10% в промышленности и секторе услуг. Экспорт сельскохозяйственной продукции остается главной движущей силой украинской экономики и составляет почти 20% стоимости экспорта. С устранением барьеров в торговле, несколько последних двусторонних торговых соглашений открывают дополнительные возможности развития экспорта.

Анализ показал, что в европейских странах инвестирование является распространенным явлением, а инвестиционная деятельность в агропромышленном комплексе - обязательным условием нормального

функционирования экономической системы, так как именно агропромышленный комплекс является основой жизнеобеспечения населения, базисом формирования продовольственной и экономической безопасности. Сельское хозяйство в первую очередь ориентировано на производство продуктов питания, учитывая растущее население планеты, спрос на продукты питания будет только расти и никогда не исчезнет.

Это очень весомый аргумент для инвесторов. Так как для инвестора самое главное, чтобы объект инвестиций постоянно рос и приносил прибыль. Также инвестиции в сельское хозяйство защищены от некоторых существенных инвестиционных рисков, таких как колебание цен на конечные продукты сельскохозяйственной деятельности, изменчивость спроса и тому подобных.

Еще один неопровержимый плюс в пользу сельскохозяйственных инвестиций - это наличие не освоенных мощностей в развивающихся странах, имеющих все необходимое для успешной сельскохозяйственной деятельности, однако, не занимающихся ею из-за отсутствия финансирования. Сегодня практически все сельскохозяйственные организации на территории Украины или убыточные, или работают с минимальным уровнем доходов. Как мы понимаем, для привлечения инвестиций этого явно недостаточно, инвесторы не готовы вкладывать средства в убыточное производство. Следует понимать, что инвесторы вкладывают деньги только в те направления, которые имеют определенный уровень рентабельности.

Сельское хозяйство Украины требует кардинальной модернизации, однако собственных средств и государственных вливаний для этого недостаточно. Именно поэтому привлечение иностранных и отечественных инвестиций в сельское хозяйство принимает решающие значения для будущего этой отрасли.

Опыт европейского союза показывает, что шансы на привлечение иностранных инвестиций есть только у предприятий, которые прошли полную модернизацию и вышли на стабильный уровень рентабельности и прибыльности.

В 60 - 70 - х годах XX века в некоторых странах (Финляндия, Франция, Испания, Швеция, Дания, Германия) за счет налогообложения прибыли создавались инвестиционные фонды, которые в период экономического спада поддерживали уровень инвестиций на определенные направления.

В странах Европы, например, сельское хозяйство достигло высокого уровня развития, так, как и в США. «Зеленая революция» в этих странах прошла еще в середине прошлого века. Также в этих странах сельское хозяйство характеризуется научно-обоснованной организацией, повышением производительности, применением новых технологий, систем сельскохозяйственных машин, пестицидов и минеральных удобрений, использованием генной инженерии и биотехнологии, робототехники и электроники, то есть развивается по интенсивному пути.

Также сейчас перед инвесторами в сельское хозяйство стоит реальная проблема найма квалифицированных работников с соответствующими навыками, потому что существует разрыв между навыками, формируемыми системой образования, и навыками, востребованными на рынке труда. Существует

острая нехватка технического персонала для производства, а также агрономов и ветеринаров. Имеющийся разрыв в компетентностных навыках и умениях вызван недостаточным сотрудничеством между системой аграрного образования и частным сектором; перегруженным теорией учебным планом с недостаточной практической подготовкой; а также коррупцией, которая нивелирует качество образования. Недавние институциональные и правовые реформы должны привлечь частный сектор к формированию таких компетентностей, которые отвечают существующим потребностям аграрного сектора.

Одним из приоритетных направлений выхода из производственной, финансовой и материально-технической стагнации аграрной сферы экономики должна стать взвешенная государственная инвестиционная политика в аграрной сфере. Государство должно существенно влиять на мотивацию развития инвестиционной деятельности в агропромышленном производстве путем экономически обоснованного использования таких рычагов регулирования, как налоговая, ценовая, бюджетная, денежно-кредитная и антимонопольная политика.

Выводы. Обобщая европейский опыт инвестирования, можно выделить две основных формы государственного участия в инвестиционной деятельности:

1) создание благоприятного инвестиционного климата в стране. Для этого органами государственной власти по принципу системности и систематичности разрабатывается, утверждается и реализуется государственная инвестиционная политика, основные направления которой определяются в зависимости от целей развития государства, повышения качества жизни населения, специфики национальной экономики и так далее;

2) непосредственное участие государства в инвестиционных процессах. Данная форма предусматривает участие государства как одного из субъектов инвестиционной деятельности. Чаще всего, государство выступает в качестве инвестора в целях поддержки предпринимательской деятельности. Однако, существуют и примеры государственно-частного партнерства, когда органы государственной власти зарубежных стран выступали как пользователи объектов капитальных вложений.

Необходимо отметить, что участие государства в инвестиционных проектах агропромышленного комплекса является составной частью системы государственной поддержки данного сектора экономики. Среди мероприятий прямой государственной финансовой поддержки за рубежом можно выделить: прямые государственные компенсационные платежи; платежи за убыток от стихийных бедствий; платежи за убыток, связанный с реорганизацией производства (выплаты за сокращение посевных площадей, вынужден забой скота и так далее); субсидии в расчете на единицу площади или поголовья скота; платежи в виде финансирования закупок ресурсов для производства (например, субсидии на приобретение удобрений, ядохимикатов и кормов); финансирование целевых программ.

Проанализировав опыт зарубежных стран из управления инвестиционной

деятельности агропромышленного комплекса, можно сделать вывод, что основной целью государства является поддержка агропромышленного комплекса с целью обеспечения экономической и продовольственной государственной безопасности.

References:

1. Agra Europe (2015), Agra Europe No. 2963, 24 April 2015.
2. Crane, K., and Larrabee, F. S. (2007). Encouraging trade and foreign direct investment in Ukraine. Santa Monica, CA: Rand Corporation. Retrieved from: http://www.rand.org/content/dam/rand/pubs/monographs/2007/RAND_MG673.pdf.
3. Review of Agricultural Investment Policies of Ukraine (2016). Retrieved from: <http://www.oecd.org/globalrelations/eurasia.htm>
4. Site of United Nations Conference on Trade and Development [Electronic resource]. – Access mode : <http://unctad.org/en/pages/home.aspx>
5. Bashko V. Th. External financing of the budget deficit in the context of investment activities of the state / V. Th. Basco // Economics, Finance, and law. – 2006. – No. 12. – Pp. 27
6. Bashko V. External financing of the budget deficit in the context of investment activities of the state / V. Bashko // Economics, Finance, and law. – 2006. – No. 12. – P. 27
7. Bashko V. External financing of the budget deficit in the context of investment activities of the state / V. Bashko // Economics, Finance, and law. – 2006. – No. 12. – P. 27
8. The official website of the State statistics service of Ukraine. [Electronic resource]: <http://www.ukrstat.gov.ua/>
9. Official website of the Ministry of economic development and trade of Ukraine [Electronic resource]: <http://www.me.gov.ua/>
10. Strategic directions of development of agriculture of Ukraine till 2020 / [ed. by Yu. A. Lupenko]. – Kiev: HHI IAE, 2012. – P. 218.

CHARACTERISTICS OF THE MORAL AND PSYCHOLOGICAL STATE OF EMPLOYEES AT THE MOMENT OF ASSUMING THE RESPONSIBILITY

*Mariyana Nykyforchyn,
business trainer,
Consulting agency “3S”*

Annotation. *The article deals with the problem of responsibility, in particular from the positions of ontology, and specifies the moral and psychological state of an individual at the time of taking the responsibility.*

Keywords: *responsibility, moral and psychological characteristics, ontology, freedom of choice.*

Changes in value orientations of the modern society require appropriate changes in the entire system of social life, spiritual and moral foundations, understanding the importance of human resources in the changing world of the high technological progress globalization (A. Meneghetti). In these conditions, the moral and psychological state of the members of society is of a tremendous significance. Particularly, its spiritual component allows us to comprehend the cause, the sources of human activity motivation and the maintenance of this state. The moral and psychological state is a reflection of employees' psychological resource state, their readiness, and ability to effectively solve the tasks, to assume the responsibility in various situations. Similarly, the problem of responsibility is extremely urgent nowadays. The contemporary person is mostly convinced that even if he/she takes a responsible decision or a responsibility in a certain situation, it won't have the effect on the state of affairs in the long run. A person usually evades responsibility, delegates it to other people, using various forms of psychological defenses. Sharing the opinion that “a person really becomes a person only at the moment of making a decision” (P. Tillich), the purpose of the article is to research an individual's moral and psychological state characteristics at the moment he/she assumes the responsibility.

The term «responsibility» was first introduced into the scientific use by A. Beyn in the book «Emotions and Will» (1865).

The psychological dictionary defines responsibility as the control over a person's activity exercised in various forms in respect to a person's adherence to the adopted norms and rules. There are external forms of control that ensure the imposition of responsibility on the subject for the results of his/her activities (accountability, punishability, etc.) and internal forms of a person's activities self-regulation (sense of responsibility, sense of duty).

Antonio Meneghetti defines responsibility as psychological situation in which the subject is forced to respond to stimuli either existentially, or legally, or morally [1]

The analysis of psychological studies where the problem of responsibility is highlighted shows that approaches to the phenomenon research are close in nature and

in most cases operate with the same concepts. From the standpoint of psychological science, the responsibility is considered as a separate psychological category that correlates with a personality trait. However, recognition of responsibility as a personality trait will inevitably drive us to contradictory conclusions, since it requires a definition of its level. If responsibility is a relatively stable category because it is a personal property, then why a person is called to account only in certain situations with undesirable or negative results? If success is achieved no one is usually called to account. Obviously, in order to answer this question, it is necessary, according to A. Meneghetti, to consider the personality holistically with objective reality. Any individual is localized in a space that is effected by various dynamics, interactions, semantic fields. This fact makes it impossible for an individual to evade from responsibility. Responsibility is derived from determinism, conditioned by the fact of human existence in the environment. Thus, according to A. Meneghetti, being responsible is not a choice, but inevitability when one exists where the event operates [1].

The problem of freedom and responsibility, the choice of responsibility is considered by the existential direction of psychology (V. Znakov, D. Leontiev, M. Palush, etc.) The psychologists studying the laws of the human psyche from the standpoint of the psychology of human existence (the problem of responsibility ought to be investigated within this framework) virtually research the same problems as in traditional psychology, but the approaches to their solution differ significantly. There are some fundamental differences between the humanistic and existential psychology, which do not allow the researcher to effectively and scientifically correctly study the psychological features of understanding the world by the subject (V. Znakov) [2]. According to V. Znakov, it mostly results from the existential orientation that is more intuitive rather than empirical.

It should be emphasized that responsibility refers to a specific subject and reflects the scope of tasks and duties of the individual. There are the following subjects of responsibility: a separate person; a group as a certain community of people; the state as a kind of macrostructure; historically formed ethical, moral, religious and other requirements. There are different types of responsibility. For example, political, legal, moral, professional, social, etc. are singled out. The psychological prerequisite of responsibility is the possibility of choice, that is, a conscious preference for a certain line of behavior. The choice can be made in complicated conditions, for example, in conflict situations, where the interests of an individual, a group of people or a society are confronted.

For an individual, the problem of choices is of particular importance. The essence of an individual's choice in the existential approach expressed in the views of Rollo May. He argues that the decision-making process is presented in any act of consciousness. The decision-making does not depend entirely on the external situation and is not fully determined by it. The solution includes the factor of randomness, the element of «leap», the movement in a new direction, which may not have been predictable. So, the choice is at the center of the issues of human existence, being an indispensable condition for taking responsibility for one's «Self». Moreover, any choice that affects the

personality and develops it is consequently, an individual's one. Such understanding of an individual's choice, despite it brings to the fore the concept, still leaves the boundaries of its theoretical definition rather blurred.

In this regard, the views of L. Bozhovich are of our interest, because they resonate with the problem of an individual choice. L. Bozhovich defines the personality as a person who achieved a certain, high enough level of mental development. The most significant characteristic of a personality is that a person is able to dominate the accidents and change the circumstances of life in accordance with his/her goals and objectives and has a capability of conscious self-control. [2].

Turning to the issues of personality development L. Bozhovich, following L. Vygotsky, points out that a person forms the above-mentioned abilities in the process of ontogenetic development on the basis of the assimilation of social experience.

In this regard, the ontological context of S. Rubinstein's interpretation of the 'responsibility' notion is also of our interest.

In all psychological, legal, and ethical studies 'responsibility' is considered in the context of the philosophical problem of freedom. However, there is the question of whether it is possible to consider a personality free in his/her actions. Freedom and necessity are two philosophical categories expressing the relationship between people's activities and the objective laws of nature and society. In psychology, the methodological foundations of the philosophical and psychological analysis of the relationship between freedom and necessity are presented in such works of S. Rubinstein as «Being and Consciousness» and «A Man and the World.» Developing the idea of the subject, the author demonstrated that in the process of development, the subject is in the permanent interaction with the surrounding world.

A free person determines his/her own behavior, while his/her self-determination presupposes responsibility for him/herself and for other people. Thus S. Rubinstein sees a specific problem of human existence in freedom and acceptance of necessity. «A finite being, limited, suffering, dependent on objective circumstances and at the same time active, changing the world - a human, subject to necessity, is at the same time free. In principle, a human being can and therefore must take the responsibility for everything he/she has done and all that he/she has failed to do» [5, p. 253].

In his works, Rubinstein reveals the ontological basis for the responsibility of an individual suggesting the idea that freedom and necessity do not exclude each other as well as the idea of coincidence of a human being's duty and attraction as the highest level of a human development. But their divergence is also feasible. It opens equal possibility both to act contrary to one's attraction in the performance of one's duty and to act in accordance with one's attraction, when duty only is a case of «decent» behavior, i.e. external compliance with norms and rules that do not presuppose their actual acceptance [5, p. 385]. We consider this idea of S. Rubinstein as one of the central methodological guidelines for interpretation of the individual and typological approach to responsibility and understanding of the features of the personality's moral and psychological state during its acceptance.

So, a personality as an object of the psychological and ontological research is, according to S. Rubinstein, inside of being and experiences it in its phenomenal world.

Psychology, according to B. Kedrov's postulate on the «triangle» of sciences, occupies a central place in the triangle, and philosophy, the natural sciences, and humanities that study a human being are located in its angles. This might explain a variety of the 'responsibility' notion interpretation. Nevertheless, in our case, it is necessary to define a basic interpretation of this notion, in order to be able to consider this phenomenon in the frameworks of our study.

All mentioned above allows us to assert that two main approaches to the study of the problem of responsibility have emerged in psychological science:

- 1) the study of certain aspects of responsibility;

- 2) a systematic study of the phenomenon of responsibility. In the frameworks of our study, we adhere to the first approach since its postulates most fully correspond to the problems of our research.

The approach considers the relationship between freedom and responsibility; social and personal responsibility; responsibility as a moral category; the ratio of the internal and external in the individual's responsibility; responsibility as action.

The analysis of the scientific literature on the subject of the study showed that the problem of the moral and psychological state of the individual when taking the responsibility is practically not solved. It should be emphasized that the problem of decision-making was first raised in psychology in the theory of thinking. The concept of «responsibility assumption» is considered as an intellectual activity and associated only with the description of the volitional act, denoting the choice of a purpose in conditions of conflict motivation (L. Gurova, 2005). The very process of taking responsibility in its psychological structure is not considered. However, it should be noted that in recent years, the development of the psychological theory of decision-making and responsibility has progressed significantly due to a systematic analysis of various activities. Since the problem of responsibility is interdisciplinary, the research, in particular, in the field of management psychology and engineering psychology has significantly brought the social aspect of this problem closer to the epistemological one. The weakest link remains the same: the lack of study on the cognitive mechanisms of responsibility assumption and features of the moral and psychological state of the individual.

Responsibility is not the same quality for all individuals but it represents different ways of responsible feedback and behavior, depending both on the individual content of the formed responsibility, and on the personal and situational mechanisms and conditions for a responsible behavioral pattern implementation. It should be noted that the manifestations of responsibility (or rather, the availability of conditions for its manifestation) will also differ depending on the social, economic, religious and cultural characteristics of society. It is possible to fully understand the content of responsibility, its role, significance and regulative function, only by including responsibility in the context of a human being life [3]. Following K. Abulkhanova (2011), we consider responsibility as one of the highest forms of a personal activity. Responsibility is the

ability to provide internal independence, the relative independence of the individual from external requirements and the optimal organization of activity or communication under the conditions of choice.

Taking into account all mentioned above we will endeavor to outline some of the moral and psychological characteristics of the individual at the time of assuming the responsibility since the awareness of the individual's responsibility is determined by a number of these features. They include cognitive, motivational, characterological, situational etc. Based on the analysis of studies on the problem, under the moral and psychological state of the individual we imply the state either of the psyche of an individual or the psychology of a social group at a given time and in a specific situation, manifested in readiness of the individual and the group to their goals achievement.

The components of the moral and psychological state are socio-psychological and individual psychological elements (social feelings and moods, character traits, temperament, will; elements of the professional context). The constituent parts of the moral and psychological state content of are in unity. Moral elements, penetrating into the socio-psychological, give them a moral orientation. Socio-psychological elements affect the worldview, adding an emotional coloring. Thus, the moral and psychological state is closely connected with the concept of the personality, which implies freedom of choice, freedom of will. This is confirmed by the studies of D. Leontiev, T. Slotina, and others. All stated above determines, in its turn, the importance of the problem of one's Self choice, the emergence of the dilemma of «to be or not to be» or «to be or to seem.» «To be» means being a personality, defending one's life position and assuming the responsibility for them. «To seem» means giving up responsibility.

The problem of choice is closely related to a conscious attitude. It is represented by a mature, voluntary assumption of a responsibility by the individual as a conscious necessity, a positive attitude towards overcoming possible difficulties, as well as a willingness to perform activities not only in ordinary but also in extreme conditions

In the period of taking the responsibility, an internal control mechanism emerges. An individual, first of all, is responsible for his/her actions before him/herself, and only then - before the external authority. Since responsibility refers to a certain subject and reflects the scope of the tasks and duties of the individual, at the time of taking the responsibility, the individual must clearly understand the limits of the duties (a duty to someone or to one's conscience). Conscience is an awareness and experience of responsibility, based on self-assessments of the duties performed. As we have mentioned above a separate person, a group as a certain community of people, and a state as a kind of macrostructure may act as a subject of responsibility. The existence of an authority an individual is held responsible to for his actions is an important regulator of its activities.

The moral consciousness as a complex socio-psychological phenomenon that performs the function of assessing the surrounding world (other people, society as a whole), as well as the function of self-esteem (conscience), is also of great importance for assuming the responsibility.

The primary elements of moral consciousness are moral feelings and emotions.

Therefore, the next feature of the moral and psychological state of an individual is one's emotional stability.

Having mentioned morality, we can not leave aside the morale as a specific state of the public and individual consciousness of an individual. It is expressed in the unity of meaningful values as an aggregate of spiritual qualities of an individual and encourages a person to protect vital values, interests, and helps maintain a high level of the group's moral and psychological state.

Since responsibility as a social category is formed in the process of an individual's socialization, to set a goal and assume the responsibility for its realization is possible only by being convinced of one's ability to cope with the circumstances that arise on the way to its achievement. Thus, the willingness to be responsible for the results and consequences of their activities is another feature.

As far as the above-mentioned elements of the professional context are concerned, they include a different degree of understanding and awareness by an individual of his/her professional duties, which provides for readiness:

- to perform professional duties in ordinary and extreme conditions;
- for excess activity in order to increase the efficiency of activities;
- to use different innovative ways for performing activities in order to improve their effectiveness;
- to provide assistance, initiative, and creativity in the work;
- to self-education and professional self-realization, etc.

Conclusions. We consider responsibility as one of the highest forms of an individual's activity. Responsibility is the ability, under the conditions of choice, to provide internal and relative independence of the individual from external requirements and the optimal organization of activity or communication. We have attempted to outline some of the moral and psychological characteristics of an individual at the time of assuming the responsibility. They include: a conscious attitude toward the choice of one's «Self», the emergence of the dilemma «to be or not to be» or «to be or to seem»; internal control mechanism, awareness of the limits of duties; moral consciousness, emotional stability; morale; willingness to be responsible for the results and consequences of one's activities. In professional context this is a willingness to perform professional duties in ordinary and extreme conditions; readiness to excess activity in order to increase the efficiency of activities; the ability to use different innovative ways for performing activities in order to improve their effectiveness; to show initiative and creativity in the work; orientation to self-education and professional self-realization, etc.

Taking into account the insufficiently developed nature of the problem of accepting the responsibility in combination with an individual's moral and psychological characteristics, we presume that the scientific novelty of the research in an attempt to isolate and specify these features.

The theoretical value of the research is in an attempt to analyze the problem from the standpoint of ontopsychology and the related interpretation of the notion of «responsibility», in the specification of the features of an individual's moral and

psychological state at the time of taking the responsibility.

The practical value of the research consists in the possibility of using the results of the study both in the student's audience and in the course activity on the training for employees and managerial staff.

References:

1. Meneghatti A. Coursebook on ontopsychology // Publishing house "Ontopsychology", 2016. – 662 p. [in Russian]
2. Bozhovich L. Psychological patterns of personality formation in ontogenesis: Part 1//L. Bozhovich Problems of personality formation. – Moscow-Voronezh, 1997. – P.180-182. [in Russian]
3. Abdulkhanova K. S. Rubinstein's ontological approach to the methodology of personality and subject study. – Moscow: Institute of psychology RAS, 2011- P. 63 – 79. [in Russian]
4. Rubinstein S. Being and Conscious. A man and a world. — St.Petersburg, 2003. — 512 p. [in Russian]
5. Slotina T. Concept of the meaning of life and students' aggressiveness // Abstract of Ph.D thesis. - St. Petersburg, 2003. - 18 p. [in Russian]

ОСОБЕННОСТИ УПРАВЛЕНИЯ КАДРОВЫМ ПОТЕНЦИАЛОМ КАК СТРАТЕГИЧЕСКОЙ СИСТЕМОЙ НА ПРЕДПРИЯТИЯХ

Татьяна Сидоренко,

кандидат экономических наук,

Научно-исследовательский институт социально-экономического развития

Sydorenko T. Features of human resources management as a strategic system at the enterprises.

Annotation. In the article considered the features of the human resources management enterprise and proved that the strategic system management ensures efficient operation of the enterprise. The basis of the formation, development and functioning of the management system resource of enterprise at the present stage is precisely the personnel potential. The strategy of development and efficient use of human resources is aimed at ensuring a high level of competitiveness of the enterprise by meeting the needs of highly skilled workers who can provide a stable competitive advantage.

Keywords: strategy, human resources, use, features, enterprise, system, management, staff.

Постановка проблемы. В современных условиях особое значение приобретают вопросы практического применения современных методов управления и усовершенствования кадрового потенциала, которые позволят повысить эффективность деятельности предприятия. Поэтому очень важными становятся вопросы управления и формирования кадрового потенциала а также его эффективного использования на предприятии.

Важным событием, направленным на усовершенствование стратегической системы управления персоналом в области формирования и использования кадрового потенциала, является стимулирование роста квалификации работников, что будет способствовать улучшению возможностей предприятия, по внедрению передовых технологий, повышению уровня производительности труда и эффективности управления.

Анализ последних исследований и публикаций. В зарубежной и отечественной науке и практике накоплен значительный опыт научных исследований по вопросам управления кадровым потенциалом предприятий. Среди них такие ученые как Л. В. Балабанова, Л. В. Беззубко, Т. В. Белорус, А. В. Гарашук, Л. А. Гончарова, М. Гринева, А. А. Гришнова, А. Я. Кибанова, Д. В. Максименко, Н. И. Малик, Б. М. Мизюк, В. С. Пономаренко, Л. К. Семив, А. Г. Шпикуляк и многие другие.

Многие ученые успехи развития и функционирования предприятий связывают с удачным выбором вида деятельности, наличием большого количества ресурсов и умением ориентироваться в сложных условиях. А поэтому основной задачей руководителей является формирование перспективных и текущих возможностей предприятия, то есть его потенциала.

Цели и задачи статьи. Целью статьи является исследование концептуальных основ управления кадровым потенциалом и усовершенствование стратегической системы на предприятиях.

Изложение основного материала. Опыт эффективного функционирования предприятий свидетельствует о важности роли кадрового потенциала, от количественной и качественной сбалансированности и уровня использования которого в значительной степени зависят не только высокие конечные показатели деятельности, но и возможности обеспечения устойчивого и конкурентоспособного развития предприятия.

Современная система стратегического управления предприятиями - это система организационно-экономических отношений субъектов управления, которые определяют содержание управленческих процессов от формирования стратегии развития и к ее реализации, которая опирается на соответствующую систему обеспечения - информационную, стратегического мышления. Она быстро реагирует на изменения внешней среды и позволяет проводить инновации, направленные на достижение конкурентных преимуществ предприятия [1, с. 14].

Кадровый потенциал характеризует возможность персонала использовать новые знания и технологии, принимать управленческие и организационные решения а также производить инновационную продукцию.

Как известно, количество предприятий реализующих свою инновационную продукцию с каждым днем становится все больше. Финансовые инвестиции являются одним из источников обеспечения инновационных процессов и поддержания надлежащего состояния основных средств предприятий.

В условиях, которые постоянно меняются, вместе с ними меняется и концепция управления кадровым потенциалом предприятия. Кадровый потенциал характеризуется рядом особенностей:

- наличие предельных возможностей;
- уникальность и непредсказуемость;
- свойство изменять структуру и формировать варианты поведения;
- способность к адаптации;
- мобильность.

Управление персоналом является важнейшей составной частью общей стратегии управления предприятием. Главной целью такой стратегии в условиях рынка являются: получение расчетной величины прибыли; повышение производительности труда; реализация продукции или услуг в заданном объеме и с заданной ритмичностью; достижения заданной степени удовлетворения социальных потребностей работников [2, с. 25].

Процесс управления кадровым потенциалом на предприятии включает реализацию соответствующих функций управления: планирование, контроль, организация развития, мотивация и руководство [3, с. 11].

Усовершенствовать систему управления кадровым потенциалом целесообразно путем своевременного регулирования действенности: на стратегическом уровне управления - подсистемы мотивации, на оперативном - подсистемы управления персоналом, на текущем - подсистемы контроля за персоналом. Для этого

руководителям предприятий с помощью специалистов по управлению развитием персонала целесообразно разработать соответствующие условия мотивации, стимулирования и контроля работы персонала.

Информационное обеспечение системы управления кадровым потенциалом представляет собой совокупность реализованных решений по объему, размещению и формам организации информации, циркулирующей в системе управления при ее функционировании. Оно включает оперативную и нормативно-справочную информацию, классификаторы технико-экономической информации и системы документов (унифицированных и специальных) [5, с. 129].

Кадровый потенциал предприятия является стратегическим ресурсом который обеспечивает конкурентоспособность на рынке. Кадровый потенциал находится в значительной зависимости от воздействий как внутренних так и внешних факторов.

Стратегия управления персоналом наряду с маркетинговой стратегией является ключевой функциональной стратегией предприятия. Специалисты по менеджменту утверждают, что единственным значимым конкурентным преимуществом для любого предприятия в XXI в. есть его человеческие ресурсы. Причем в стратегической перспективе значимость человеческого фактора будет постоянно повышаться.

Стратегия управления людскими ресурсами является важнейшей подсистемой общей стратегии предприятия, представленная в виде долгосрочной программы конкретных действий по реализации концепции использования и развития потенциала персонала организации с целью обеспечения ее стратегического конкурентного преимущества.

Кадровая стратегия в основном ориентирована на персонал имеющий узкую специализацию и максимально высокой квалификации - ученых, исследователей, проектировщиков. Менеджеры в таком случае должны обладать качествами лидеров.

Стратегии развития предприятий, а именно такие как рост, стабилизация и сокращение, направленные на повышение или сохранение конкурентного преимущества предприятия. Этим стратегиям соответствуют определенные кадровые стратегии.

Если предприятие развивается в соответствии со стратегией роста, то кадровая стратегия предприятия должна быть направлена на привлечение персонала особенно высокой квалификации с творческими и предпринимательскими задатками. Для закрепления и привлечения персонала предприятие должно создавать а также поддерживать такие условия: надлежащую систему оплаты труда, мотивация и благоприятный морально-психологический климат, способствовать творчеству; постоянное повышение квалификации работников; возможности служебного и научного роста. Такие сложности, как переподготовка, выход на пенсию, социальные гарантии и другие здесь имеют второстепенное значение.

Политика предприятия играет значительную роль в стратегическом процессе управления. Политическая деятельность предприятия является реальным фактом, поскольку разные группы имеют свою собственную цель и программы и вполне вероятен конфликт между ними. Важнейшими результатами подобных

конфликтов является борьба и создание коалиций, играют важную роль в процессе стратегического управления, тем более что стратегическое изменение создает тенденцию к выдвиганию этой борьбы сил на передний план.

Итак, в основе политики управления кадровым потенциалом должны лежать три фактора:

- зачисление на работу высококвалифицированных работников;
- создание условий, которые будут способствовать профессиональному развитию работников;
- усовершенствование организации управления.

В современных условиях формирования рыночных отношений и расширения прав предприятий при решении задач управления кадровым потенциалом значительное внимание должно уделяться разработке на предприятиях учитывая их специфику деятельности, перспективных и текущих планов реализации кадровой политики.

Разработка стратегии кадровой политики - это полностью осознанный, продуманный и контролируемый мыслительный процесс.

В процессе разработки перспективных мер кадровой политики важным является вопрос определения оптимальной продолжительности стратегического периода. Очевидно, что стратегическим есть такой период времени, в течение которого в деятельности предприятий происходят качественные и количественные изменения. По мнению большинства экономистов, стратегический период должен охватывать более 10 лет. Но продолжительность периода в течение которого происходят стратегические изменения зависит от многих факторов:

- динамики факторов внешней среды,
- сферы деятельности,
- вида ресурсов.

Итак, минимальный период, в течение которого происходят ощутимые стратегические изменения кадрового потенциала составляет около 5 лет.

Через эффективную кадровую политику осуществляется реализация задач и целей управления кадровым потенциалом предприятия. Существует много различных точек зрения относительно определения понятия «кадровая политика». Так, Маслов Е. В. определяет кадровую политику как «главное направление в работе с кадрами, набор принципов, реализуемых кадровой службой предприятия».

Управление формированием и развитием кадрового потенциала предприятия требует построения принципиальной модели (рис. 1.). Основными этапами процесса формирования кадрового потенциала в соответствии с моделью являются:

- анализ кадрового потенциала предприятия;
- выбор целей управления кадровым потенциалом предприятия;
- определение стратегии управления кадровым потенциалом в соответствии с приоритетами деятельности предприятия;
- создание условий для реализации стратегии;
- реализация стратегии развития кадрового потенциала;
- контроль и оценка реализации стратегии.

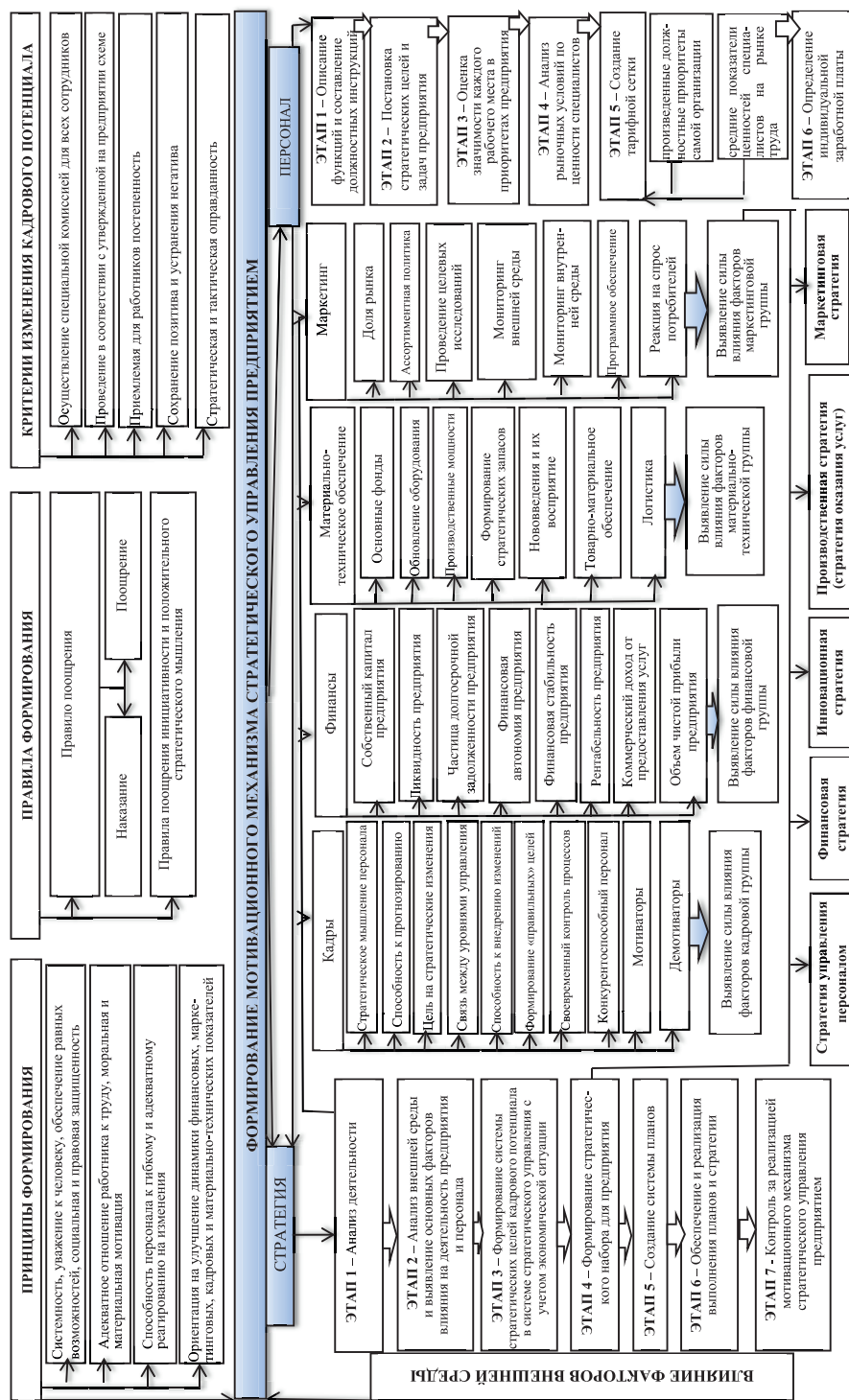


Рис. 1 Система стратегического управления и формирования кадрового потенциала на предприятиях (составлено автором)

Для успеха внедрения принятой стратегии предприятие должно иметь определенную структуру, обеспечивающую максимальные возможности для ее реализации. Выработка структуры включает распределение ответственности за выполнение задач и права на принятие решений на предприятии. Также необходимо решить, какую структуру должно иметь предприятие: горизонтальную или вертикальную (централизованное или децентрализованное принятие решений), до какой степени она должна быть разделена на относительно самостоятельные рабочие группы. Выбор системы стратегического управления предприятием является еще одной важной проблемой, поскольку именно кадры определяют успешное внедрение стратегии.

Стратегия управления кадровым потенциалом формируется в виде «программ действий» или планов, основанных на информации, собранной на стадии анализа внутренней среды предприятия, и кадрового прогноза - в виде системы аргументированных заявлений о направлениях развития и будущего состояния персонала. Инструментами реализации кадровой стратегии является текущая кадровая работа, руководство персоналом, мероприятия по его развитию, повышение квалификации, решение социальных проблем, вознаграждение и мотивация.

Изменение величины кадрового потенциала происходит за счет движения кадров, изменения квалификации как из-за ее повышения так и из-за снижения, изменения мотивации работников, создание условий, способствующих проявлению индивидуально-квалификационного потенциала и профессиональных характеристик работника, возникновение конфликтных ситуаций в коллективе [6].

Особого значения в системе стратегического управления кадровым потенциалом приобретает мотивация персонала, что и является основным средством обеспечения оптимального использования ресурсов, мобилизации имеющегося кадрового потенциала. Основная цель мотивации персонала в системе стратегического управления кадровым потенциалом - получение максимальной отдачи от использования имеющегося кадрового потенциала, позволяющего повысить общую результативность и прибыльность деятельности предприятия.

Мотивационный механизм в стратегическом управлении предприятием определяется как совокупность факторов, правил, стимулов, мотивов, которые призваны стимулировать процесс производства и реализации на предприятии стратегии и в основе которого процесс мотивирования кадрового потенциала, следует отметить, что для формирования алгоритма построения такого механизма является необходимость проанализировать и систематизировать взаимосвязь стратегического управления предприятия с результатами его деятельности.

Функциональная стратегия управления персоналом, соответствует той или иной стратегии функционирования или развития всего предприятия, должно тщательно согласовываться со всеми другими функциональными стратегиями и быть наиболее органичной частью корпоративной или общей стратегии развития предприятия в целом.

Основными задачами создания и функционирования системы управления кадровым потенциалом на предприятии являются:

- разработка политики, концепции и стратегии в области формирования и развития кадрового потенциала предприятия;
- прогнозирование потребностей в высококвалифицированных кадрах в соответствии со стратегией развития предприятия;
- формирование образовательной и профессиональной структуры высококвалифицированных кадров предприятия;
- обеспечение оптимальности в сочетании кадрового, производственного и природно-ресурсного потенциала предприятия;
- мониторинг кадрового потенциала в пределах территории;
- разработка механизма управления кадровым потенциалом предприятия, стимулировать рациональное его использование и компенсацию расходов предприятия на формирование и развитие кадрового потенциала.

Концепция управления кадровым потенциалом это система теоретико-методологических взглядов на понимание и определение сущности, критериев, задач, целей, принципов и методов управления персоналом, а также организационно-практических подходов к формированию механизма ее реализации в определенных условиях функционирования предприятий.

Принцип существования стратегии предопределяет наличие стратегии развития на уровне предприятия и формирования задач в соответствии с общей стратегией на низших уровнях функционирования. Кадровая стратегия и стратегия управления кадровым потенциалом зависят от общей стратегии предприятия.

Принцип трансформации критериев оценки эффективности уровня кадрового потенциала предприятия означает, что при оценке уровня кадрового потенциала следует учитывать такие показатели, как уровень заработной платы на предприятии, производительность труда и т.д.

Принцип обратной связи определяет, что реализация стратегии управления кадровым потенциалом должна осуществляться с учетом изменений внешней среды, а также обеспечивать корректировку целей и задач управления кадровым потенциалом с учетом этих изменений.

Принцип сочетания централизации стратегии и децентрализации функций заключается в оптимальном делегировании полномочий на уровне предприятия.

Принцип комплексности полномочий предполагает возможность получения полномочий на уровне обязанностей работника и возложенных на него задач.

Принцип комплексного подхода к управлению кадровым потенциалом предприятия предполагает необходимость рассмотрения кадрового потенциала, кадровой политики предприятия как единого целого, состоящего из взаимодействующих элементов, совместимых с ориентацией на конечные результаты.

Принцип сотрудничества заключается в выборе средств воздействия на персонал, при котором руководство осуществляется с участием работника и в его интересах. В производственной деятельности это возможно в случае максимального сближения целей рабочего и предприятия, которое, в свою очередь, возможно лишь при условии постоянного сотрудничества.

Принцип мотивации работников способствует росту реализованного

кадрового потенциала и минимизации нереализованных возможностей персонала.

Реализация этих принципов предусматривает установление связей между различными показателями использования кадрового потенциала предприятия и характеристиками состояния внешних и внутренних факторов, разработке моделей, раскрывающих взаимосвязь между конечными результатами производства и степени использования кадровых ресурсов [4, с. 22].

Следовательно, наличие высококвалифицированного персонала обеспечивает выживание предприятия в краткосрочной и долгосрочной перспективе.

Выводы. Мощный кадровый потенциал для предприятия это условие для достижения своей стратегической цели. Кадровый потенциал является конкурентным преимуществом, а значит эффективное управление им является важным стратегическим направлением усовершенствования и развития предприятия а также средством достижения конкурентных преимуществ.

Если управление процессом труда с каждым годом только усовершенствуется, то предприятие быстро получает прибыль, а также достигает увеличение доли рынка и объемов продаж, растет удовлетворенность работников. Это все достигается на основе эффективной стратегической системы управления кадровым потенциалом предприятия.

References:

1. Semiv L. K. Human resources management in the conditions of economic knowledge: monograph / count. aut for zag.red. Dr. econ. sciences, prof. L.K. Semiv - Kiev: UBS NBU, 2011. - 406 p.
2. Garaschuk O.V. Human resources of the region: ways of formation and use: Monograph / O.V. Garaschuk - Kiev: Publishing House of the European University, 2011. - 372 p.
3. Slutskaya J. G. Management of the labor potential of employees on the basis of the system of corporate training: author's abstract. dis. cand. econ. sciences: 08.00.05 - Economics and management of the national economy / J. G. Slutskaya. - SPb .: SPb-GuEF, 2006. - 21 p.
4. Grinyova V. M. Management of personnel potential of the enterprise: monograph / V.M. Grinyova, G.I. Pisarevska-X.: Vyd. XNEU, 2012. - 228 p. (Ukranian language).
5. Bilarus T. V. Strategic management of human resources potential of the enterprise / T. V. Bilarus. - Irpen: National Acad. DPS of Ukraine, 2007. - 172 p.
6. Dolzhanskyi I.Z., Zagorna T.O. Enterprise Potential Management / I.Z Dolzhanskyi, T.O. Zagorna, O.O. Udalyx - K. : Teaching manual. - Kiev: Center for educational literature, 2006. - 362 p.

THE FACTOR ANALYSIS OF SHARE PRICE FOR CHINESE LISTED BANKS FROM THE ANGLE OF RISK MANAGEMENT CONTROL

Jing Li,

Institute of Finance, Jiangxi University of Finance and Economics, Jiangxi, China,

Maohua Li,

School of Business, Xi'an Siyuan University, China,

Bernadett Almadi,

Judit Bárczi,

Faculty of Economics and Social Sciences, Szent István University,

Páter Károly str. 1. H-2100, Gödöllő, Hungary

Annotation. *The study on the relevance between the accounting information and stock value of some key finance indicators for listed companies has been long-term concerns for investors and central focus of the academic circle. This paper chose some important finance risk indicators which applied to build risk control system of banks to analyze the correlation between finance risk indicators and share prices on 16 listed banks in Chinese stock market from the angle of bank's risk management. Eight financial indicators have been selected from their annual financial reports. On the basis of the results of factor analysis, three main factors have been employed to explain nearly 96% information offered by eight financial indicators in data of banking industry and the results of regression analysis show that significant correlations exist between bank's share prices and financial risk indicators.*

Keywords: *Risk management, Finance risk indicators, Share price, Chinese Listed bank, Factor analysis.*

Introduction. For listed companies, studies on the relationship of accounting information of some key financial indicators and stock prices are long-term concerns and central focus of the academic circle. This relationship refers to the correlative study on whether a significant statistical correlation exists between the accounting information disclosure and securities prices, that is, whether new useful information contains in the accounting data is passed to the stock market (Beccalli - Girardone, 2006). Ball - Brown (1968) empirically studied this relationship and stated that if listed company has excess earning from accounting report, the abnormal stock return rate will be positive and vice versa. This indicates that the accounting data convey new and useful information to the stock market (Ball - Brown, 1968).

Especially, the listed banks would be a special sector in the stock market. The banking sector is an important composition of the national economy. It is the core of the financial system and the center of national security. In the one hand, commercial banks as special enterprises have the function of credit creation, which means that they are assumed to take larger risks than normal enterprises. The stability of commercial banks is tightly tied to the stability of the whole financial system. Therefore, it is imperative to

keep it as stable as possible, at any given time. No matter from the financial supervision to the bank's internal control, the capacity of bank risk management has put forward higher requirements (Barth, et al , 1995). If we take a look at the great economic slump of 2008, we can see clearly that one of its main reasons took root in the banking sector. According to Zéman et al. (2016), as the banking sector was not regulated properly, and long-term risks were ignored, the integrity of the sector was damaged. This was also the reason for the European Commission creating the fundamental framework for the Member States' Governments to intervene in the banking sector, aiding banks with impaired assets via financial support (Zéman et al., 2014). Some of them said EU actions loosely adhered to the following principles (Zéman et al., 2014):

- State aid, capital injections, asset buyouts or guarantees to market participants
- Regulatory changes affecting the sector as a whole
- Increasing deposit insurance to prevent depositor panic. Such actions were necessary to drift away from the effects of the economic slump burdening the bank systems of more developed economies.

On the other hand, since the banking industry is closely related to macroeconomics, it takes an important social responsibility for all the stakeholder from shareholder, management to investor and so on. Social responsibility is also of grave importance due to the aforementioned great economic slump. According to Lentner, Tatay and Szegedi (2015): «after the crisis, many were concerned how to restore the confidence in financial institutions, and how banks can better contribute to sustainable social and economic growth». (see more studies about this topic: Borzan-Lentner-Szigeti 2011, Lentner, 2014, 2015a, 2015b).

From the various data of the open financial statements provided by listed companies in banking industry, there are some finance risk indicators reflecting the level of risk management of the commercial banks from regulatory requirements, evaluation of internal control and financial early warning requirement. It could be comparatively easier to study their business status and profit prospects, hence to make decisions for all the stakeholder.

From these perspectives, it has significant research meaning to investigate the relationship between stock price of listed bank and their financial risk factor from the angle of risk management control.

China as an emerging market, the history of its stock market is still very short in comparison with the mature Western stock markets. At present, the proportion of Chinese indirect financing takes more than 80% of all financing, total banking assets still account for more than 90% of financial assets. Indirect financing dominated by banks will remain as China's major financing measures in the long run. While many practical financial risk management measures in listed banks are still in the process of construction and under constant adjustments.

This paper focus on the listed banks in Chinese stock market, aims to find some of

the finance risk indicators from the financial statements of listed bank data to establish ties with the stock, mainly through researching the relevance between listed commercial bank share prices and accounting information to verify the feasibility of financial statements in decision-making and risk management, hence to offer banks and investors a guidance in different analysis.

Literature Review. Ball, Brown (1968) pioneered into the empirical analysis of correlation between stock prices and financial indicators, in which he found that the empirical results indicate that changes in financial volatility and stock price index showed a significantly positive correlation. For better financial indicators stock, its stock price will rise and vice versa. Beaver and Dukes (1972) implemented empirical experiments of the relevance of financial information and stock prices. The study found that the correlation of earnings per share and stock price is stronger than the correlation of operating cash flow and the stock price. Earnings per share excel operating cash flow in explaining the stock price. Kevin (2005) examined 28 Finland listed companies operating in 1995-2004 to explain stock cumulative abnormal return with a relatively simple financial indicators classification method. He also observed whether the factor classification model has the stability in the same phase and different phases. The results show the financial indicators has the ability to explain the cumulative abnormal returns of stock, but its explanatory power is not stable in different periods. Fernandez (2008) counted out 38 financial indicators from the financial statements and divided them into seven categories. He found that capital turnover, accounts receivable turnover ratio, financial leverage and the ROI were correlated to stock prices, thus the financial indicators have reference value to stock investors. Michalis, et al (2012) checked over the impact of earnings and book value in the formulation of stock prices on the basis of samples from 38 companies listed in the Athens Stock Market during the 1996-2008 period. Their research results show solid evidences that the joint explanatory power of selected parameters in the formation of stock prices increases over time.

The research on this issue in China is comparatively late than other countries in the world. Can stock prices reflect the corresponding financial information of listed companies and what kind of relationship is between the two in Chinese stock market? Many scholars have probed into the research from different angles.

Chen, et al (2001) examined whether domestic investors in Chinese stock market perceive the accounting information based on Chinese GAAP to be value-relevant. After analyzed the samples of all listed firms in the Shanghai and Shenzhen Stock Exchanges from 1991 to 1998, they found that four factors including positive vs. negative earnings, firm size, earnings persistence, and liquidity of stock stand out to function. Their research findings show clear evidence that accounting information is value-relevant to investors in the Chinese market. J. Wang, et al (2013) screened 60 listed companies in Shanghai Stock Exchange for 2011 and empirically analyzed the relationship between accounting information and stock price with a few accounting information indexes. Their research

findings unveiled that accounting information and stock price have positive relationship while degree vacillates under different circumstances and there are extraordinary correlations between earnings per share and return on equity. Callen, et al (2016) used data in Chinese equity markets to empirically test the hypotheses that foreign (domestic) investors are more likely to revise their return expectations to cash flow (discount rate) news. And they pointed out that cash flow news and discount rate news are likely to be uncorrelated when evaluating return revisions by domestic investors, whereas cash flow news and discount rate news are likely to be negatively correlated when evaluating return revisions by foreign investors. Zhu - Niu (2016) analyzes the mechanism behind the effects of investor sentiment and accounting information on stock price on the basis of the residual income valuation model. Their results show that investor sentiment can change both the expected earnings growth and the required rate of return, thus affecting the stock price. They also pointed out that accounting information and investor sentiment can both explain the stock price.

From these studies, scholars from different countries explored the correlation between shock price and accounting information from different angles but no one emphasize the risk management perspective. In this paper, the authors analyze this issue on basic theory and pioneering researches while put emphasis on finance risk indicator in risk management.

Methodology and Research Hypothesis.

Indicators Selection. In this paper, financial data of listed bank of banking sector in Chinese stock market have been collected to analyze the financial impact factors of the stock price. Some key finance risk indicators have been selected for analysis. Based on the general corporate financial indicators evaluation system and financial regulation requirement, it consists of four kind of finance risk indicators: Capital adequacy indicators, Assets security index, Liquidity indicators and Sustained profitability indicators (Bao - Zhang, 2016).

(1) Capital adequacy indicators

Commercial banks must meet the minimum capital adequacy ratio which is the 8% minimum capital requirement according to «Basel Accord II»(Basel Accord II,2003). For listed banks, capital adequacy index plays a very important role throughout the banking industry. As Li- Zéman (2016) stated that bank capital adequacy ratio is the basic indicator to measure whether banks are in the stable operation. The level of capital adequacy ratio of a bank not only affects the ability of the bank issuing the credit, but also affects the ability to bear risk. The higher capital adequacy means the higher ability to against risks for banks. In this paper, capital adequacy ratio (CAR) and core capital adequacy ratio (CCAR) are both be selected for analysis.

(2) Assets Security Index

The quality of bank asset comprehensively reflects the security of the banking operation, including the profit earning, the capital loss, the liquidity of the carious assets

and the credit level of the bank. The higher the quality of assets of listed banks, the more secure on their operation, which means more profits, less loss and greater investing value of the bank, therefore the stock price of the bank will be higher. Currently, the loan is still the main profitable assets in Chinese listed banks, thereupon, to examine the quality of assets mainly refers to the analysis of loan quality. Generally, the financial risk indicators that reflect the assets security of listed banks includes non-performing loan ratio (NPL), provision coverage ratio (PFC) and loan allowance ratio (LAR) which all be used in this paper.

(3) Liquidity indicators

Liquidity demand for banks includes the deposits meet for payment, loan arrangements, maturing debt to pay and other payment requirements. Banks must maintain a certain degree of liquidity to keep the assets and liabilities in balance, which increase the ability to adapt the changes in the economic environment and to ensure the smooth development of various services. If banks are experiencing liquidity shortage problem, it could lead to the liquidity risk of bank. Theoretically, better liquidity management renders higher share price of bank (Bao - Zhang, 2016). Generally, loan to deposit ratio (LDR) are used to reflects the liquidity in the banking.

(4) Sustained profitability indicators

Although banks are assorted to special kind of enterprise, but their business objectives are still chasing the profit maximization, which is the ultimate goal of enterprise mission. In this paper, we also consider this basic requirement of enterprise and choose asset profit ratio (APR) and cost income ratio (CIR) to stand the sustained profitability indicators.

Table 1

The list of finance risk indicators

Indicator	Code	Formula
Capital adequacy ratio	CAR	= Total capital / Risk weighted assets
Core capital adequacy ratio	CCAR	= Core capital / Risk weighted assets
Non-performing loan ratio	NPL	= Non-performing loan / Total loan
Provision coverage ratio	PFC	= Loan loss provision / Total non-performing Loan
Loan allowance ratio	LAR	= Loan loss provision / Total loan
Asset profit ratio	APR	= Total profit / Average asset share
Cost income ratio	CIR	= Operating cost / Operating income
Loan deposit ratio	LDR	= Total loan / Total deposit

(Source: Own construction)

To sum up, selected eight financial risk indicators include capital adequacy ratio (CAR), core capital adequacy ratio (CCAR), non-performing loan ratio (NPL), provision coverage ratio (PFC), loan allowance ratio (LAR), asset profit ratio (APR), cost income

ratio (CIR) and loan deposit ratio (LDR), which are all shown in Table 1.

Research Hypothesis. This paper studied the correlation between stock price and financial ratio in annual accounting report. To be different with previous research, this study not only choose normal financial ratio but focus on the financial risk ratio of listed banks which can reflect the level of risk management, and these indicators are often used by regulatory requirements and internal risk control system of bank. Thus, there are hypothesis as follow:

H1: The financial risk indicator have correlation with stock price.

H2: The indicator with information that bank have high risk prevention ability have positive correlation with stock price.

H3: The indicator with information that bank have low risk again ability have negative correlation with stock price.

Research Methods. Data analysis methods used in this paper include descriptive statistical analysis, factor analysis and regression analysis etc. All the statistical analysis are tested by SPSS 19 program.

Firstly, we made a basic description on the basis of a descriptive analysis on the financial data from listed banks to form a visual impression on the entire industry. Secondly, factor analysis was applied to extract the obvious impact factors on the stock prices of listed companies in banking sectors and imposed analysis on the determinants of the share prices of the listed banks. Finally, regression analysis was employed to determine the direction and intensity factors on stock prices.

Data Sources and Descriptive Analysis.

Data Sources. Until May 2015, there are 16 commercial banks has been listed in Chinese stock market, and this paper selected all of these 16 listed banks as research sample. The corresponding data of eight financial indicators of 16 listed China banks have been collected from the annual reports in December 2015.

As acknowledged, annual financial reports of listed companies have to be published in April of the following year in China. Considering the impact of hysteresis on stock prices of financial statements, we chose the closing stock price of listed banks from 1st of April to 10th of May in 2016 and account the average stock price for each individual bank in this period by EXCEL. The last arithmetic average price was used as the stock price of sample, which is the explanatory variables.

All the data were collected from CSMAR database, China.

Descriptive analysis. The first step of statistical analysis in this study is descriptive analysis. Descriptive analysis describes the basic structure and the overall performance of statistical data in sample banks.

We can found from table 2, during the sample period, the average stock price of the all listed banks is 9.4956Yuan. The range between the maximum and minimum value is 14.72Yuan, with the standard deviation of 5.3297 Yuan. The stock price volatility of the sample banks differs greatly during the sample period.

Table 2

Descriptive statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
CCAR	16	4.70	8.43	13.13	9.9275	1.48454	2.204
CAR	16	4.54	10.85	15.39	12.7025	1.39358	1.942
PFC	16	279.96	150.99	430.95	202.1800	76.50723	5853.357
NPL	16	1.56	0.83	2.39	1.4750	0.34440	0.119
LDR	16	25.58	50.70	76.28	69.4513	6.89153	47.493
APR	16	13.63	0.90	14.53	1.9019	3.36934	11.352
LAR	16	2.18	2.35	4.53	2.8419	0.58887	0.347
CIR	16	13.42	21.59	35.01	28.1844	4.09502	16.769
SP	16	14.72	3.15	17.87	9.4956	5.32970	28.406
Valid N (listwise)	16						

(Source: Own construction)

Factor analysis. In this part, factor analysis has been applied to explore the main factors in selected indicators which can explain the most part of information.

Table 3 shows the test results of KMO and Bartlett. We can obtain the KMO value of 0.311 from the table and the significant value of Bartlett's Test of Sphericity is 0.000, significantly lower than the level of 0.05, which means there is a correlation between the variables. This indicates that it is suitable for factor analysis.

Table 3

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.311
Bartlett's Test of Sphericity	Approx. Chi-Square	99.681
	df	28
	Sig.	0.000

(Source: Own construction)

The communality of variables is an important index to measure the effect of factor analysis. If the communality of variables is high, it means that the extracted factors can reflect most of the information of the original variables and the result of factor analysis is better. Table 4 shows the results of communalities for each variable. It can be obtained from this table that the communalities of most variables in factor analysis are very high except the variables APR and CIR. The results of communalities is 0.263 for APR and 0.271 for CIR, which are very low.

Table 4

Communalities

	Initial	Extraction
CCAR	1.000	0.912
CAR	1.000	0.941
PFC	1.000	0.964
NPL	1.000	0.925
LDR	1.000	0.897
APR	1.000	0.263
LAR	1.000	0.885
CIR	1.000	0.271
Extraction Method: Principal Component Analysis.		

(Source: Own construction)

Table 5 shows the results of total variance explained. In this table, we can found contribution rate of each factor. In the cumulative of initial eigenvalues, the Eigen values of first three factors are greater than 1, wherein the sum of the total feature worth 75.718%. This means the first three factors can be extracted to be the main factors.

Table 5

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.643	33.038	33.038	2.643	33.038	33.038
2	1.921	24.018	57.055	1.921	24.018	57.055
3	1.493	18.662	75.718	1.493	18.662	75.718
4	0.900	11.252	86.970			
5	0.854	10.676	97.646			
6	0.141	1.762	99.407			
7	0.042	0.531	99.938			
8	0.005	0.062	100.000			
Extraction Method: Principal Component Analysis.						

(Source: Own construction)

In consideration of the lower results of communalities for APR and CIR in table 4, we decided to eliminate these two variables from eight variables and run factor analysis again with the remaining six variables. The results are as follows.

Table 6 shows the test results of KMO and Bartlett with the rest six variables. We can obtain the KMO value of 0.360 from the table which is higher than before, and the significant value of Bartlett's Test of Sphericity is 0.000, significantly lower than the level of 0.05. It indicates that it is suitable for factor analysis.

Table 6

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.360
Bartlett's Test of Sphericity	Approx. Chi-Square	92.106
	df	15
	Sig.	0.000

(Source: Own construction)

Table 7 shows the results of communalities for each variable. It can be obtained from the table that the communalities of most variables in factor analysis are very high, indicating that most of the information can be extracted by variable factors. The result shows that the factor analysis results are valid.

Table 7

Communalities

	Initial	Extraction
CCAR	1.000	0.974
CAR	1.000	0.964
PFC	1.000	0.983
NPL	1.000	0.994
LDR	1.000	0.906
LAR	1.000	0.953
Extraction Method: Principal Component Analysis.		

(Source: Own construction)

Table 8 shows the results of factor contribution rate, among which the eigenvalues of first three factors are greater than 1. And the cumulative eigenvalues worth 96.216%, which means the first three factors can explain 96.216% information instead of overall six indicators. This result of the test that without variables APR and CIR is higher than the test within variables APR and CIR before. It is shown that the factor analysis is more effective when we choose CCAR, CAR, PFC, NPL, LDR, LAR these six variables. Thus researchers can extract the first three factors as the main factors from these six variables.

Table 8

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.542	42.360	42.360	2.542	42.360	42.360	2.200	36.663	36.663
2	1.850	30.838	73.198	1.850	30.838	73.198	1.903	31.711	68.375
3	1.381	23.017	96.216	1.381	23.017	96.216	1.670	27.841	96.216
4	0.171	2.848	99.064						
5	0.046	0.768	99.832						
6	0.010	0.168	100.000						
Extraction Method: Principal Component Analysis.									

(Source: Own construction)

We also draw scree plot as shown in figure 1. The horizon axis is the component number, and the vertical axis is eigenvalue of each factor. The steepness of the slope of the line represents the importance of the factor. The steepness of the straight line corresponds to a larger eigenvalue of the factor, and a flatter line indicates the smaller eigenvalue. It can be seen from the figure 1, the connection line between factors 1, 2, 3 have steep slope, indicating that the first three factors are the main factors, the conclusions is same with the results in table 8.

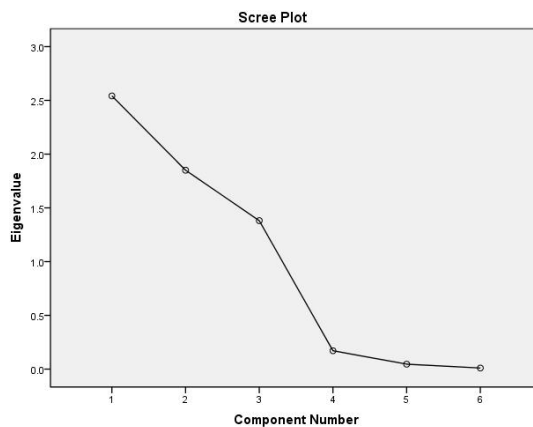


Figure 1 Scree Plot of Six Component Factors

(Source: Own construction)

Table 9 shows the values of factor after rotation, and the rotation is orthogonal rotation method in compliance with Kaiser standardization. By rotating factor, each main factor have a relatively clear meaning. The first main factor is most relevant with the variables LAR and LDR, therefore we chose LAR that value is 0.937 as an explanation index for the first factor. The second main factor is most relevant with CAR and CCAR, therefore CAR with value is 0.974 as a representative of the second factor. The third main factor is the most relevant factor with NPL which value is 0.991. And these three factor, LAR, CAR and NPL will be used in regression analysis in next part to test their correlation with stock price of sample banks.

Table 9

Rotated Component Matrixa

	Component		
	1	2	3
LAR	0.937	-0.125	0.244
LDR	-0.910	-0.110	0.257
CAR	0.118	0.974	-0.043
CCAR	-0.174	0.953	0.186
NPL	0.082	0.071	0.991
PFC	0.666	-0.116	-0.725
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 4 iterations.			

(Source: Own construction)

Regression Analysis. In the following parts, this paper is to ascribe the principal factor obtained by regression analysis to further explore the relationship between the stock prices of listed Chinese banks and its main financial indicators. Resulting from the factor analysis before, we can find three main factors LAR,CAR and NPL can explaining more than 96% of the information. We will use these three factors as the independent variable to make regression on the dependent variable of the share prices of listed banks. We build the model as follows:

$$SP = \beta_0 + \beta_1 \times NPL + \beta_2 \times CAR + \beta_3 \times LAR + \epsilon \tag{1}$$

SP: Share price of listed banks
NPL: Non-performing loan ratio
CAR: Capital adequacy ratio
LAR: Loan allowance ratio

Table 10 shows the results of statistics test of the model. Among them, the adjusted R² by the regression model is 0.381, the degree of regression fitness can be accepted, and D-W was 2.242, indicating that there is no autocorrelation in model residuals.

Table 10

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.711a	0.505	0.381	4.19250	2.227
a. Predictors: (Constant), NPL, CAR, LAR b. Dependent Variable: SP					

(Source: Own construction)

Table 11 shows the results of variance analysis. F value of regression portion is 4.08. Accordingly, P value is 0.033, which is significantly lower than the level of 0.05. This result means the three financial indicators have significantly correlation with stock price of listed banks. According to factor analysis before, this three index are main factors which can replace other indicators to explain almost 96% information. Hereby we can make the conclusion that the hypothesis 1 is true. It demonstrates that financial risk indicators have significant correlation with stock prices of listed banks.

Table 11

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	215.161	3	71.720	4.080	.033a
	Residual	210.925	12	17.577		
	Total	426.086	15			
a. Predictors: (Constant), NPL, CAR, LAR b. Dependent Variable: SP						

(Source: Own construction)

Table 12 shows the coefficient value of independent variables in regression model 1 and relative statistic results. In this table, we can found the coefficients of three independent variables respectively. The coefficient value of NPL is -8.347 and significant of T value is 0.026 which is lower than 0.05. It's indicating that the ratio NPL has significant negative correlation with dependent variable stock price, and when NPL increase per 1%, the stock price will accordingly decrease 8.347. NPL is non-performing loan ratio, which belongs to asset security index as we introduced in part 3.1. Higher non-performing loan ratio of a bank indicates higher level of asset risk which is not good for the risk control for this bank. The statistic result here verified hypothesis 3.

The coefficient value of LAR is 3.754 and significant of T value is 0.045 which is lower than 0.05 too. It's indicating that the ratio LAR has positive correlation with dependent variable stock price, when LAR increase per 1%, the stock price will accordingly increase 3.754. This result verified hypothesis 2 since LAR is loan allowance ratio which equal to loan loss provision to total loan. The higher of LAR, the more easily can banks digest the potential losses, improve its viability, and the stock price of bank will be higher.

While, the correlation between capital adequacy ratio (CAR) and stock price is insignificant. One possible reason to explain this result is that in China the banking sector is subject to strict supervision by the regulatory authorities. As a result, normally banks are able to meet the capital adequacy ratio requirements of China banking regulatory commission. Base on this cognition, stakeholder are easier to ignore the capital adequacy ratio when they making decision in stock market which result in a insignificant correlation between CAR and stock price here.

Table 12

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30.779	11.576		2.659	0.021
	NPL	-8.347	3.293	-0.539	-2.535	0.026
	LAR	3.754	1.925	0.415	1.950	0.045
	CAR	-1.546	0.777	-0.404	-1.990	0.070
a. Dependent Variable: SP						

(Source: Own construction)

Conclusions. The stock price reflects the performance of listed companies. Studying the relationship between financial information and stock prices of listed companies provides investors with decision-making information. Commercial banks function as special enterprises, so the level of risk management is an important part of its business performance. From the angle of risk management, this paper analyzes the correlation between finance risk indicators and share prices of list banks in Chinese stock market. Data of 16 China's A-share listed banks and eight financial indexes from their annual financial reports are cited. On the basis of the result of factor analysis, three main factors LAR, CAR and NPL are employed to explain most information offered by six financial indicators in data of banking industry. Communalities of factor analysis are pretty high, indicating that most of the information in variables have been extracted, which testify the effectiveness of the results of the factor analysis. And regression analysis on stock prices and three main finance risk indicators show that the stock prices of the listed banks are significantly influenced by finance risk indicators. The results in this paper not only provide important information for investors but also for risk regulators and bank risk management, which is of great significance.

References:

1. Ball R., Brown P. (1968). An empirical evaluation of accounting income numbers. *Journal of accounting research*, 159-178.
2. Bao Anqi, Zhang Huaiyang. (2016). An analysis of the factors affecting the stock prices of China's commercial banks - a comparison between general financial indicators and special financial indicators. *Finance Theory and Teaching*, (1), 37-43
3. Barth M. E., Landsman W. R., Wahlen J. M. (1995). Fair value accounting: Effects on banks' earnings volatility, regulatory capital, and value of contractual cash flows. *Journal of banking & finance*, 19(3), 577-605.
4. Basel Accord II (2003). Basel II: The New Basel Capital Accord-third consultative paper. Basel Committee on Banking Supervision, Bank for International Settlements. [Retrieved January 1, 2016], <<http://www.bis.org/bcbs/bcbscp3.htm>>
5. Beaver W. H., Dukes R. E. (1972). Inter-period tax allocation, earnings expectations, and the behaviour of security prices. *The Accounting Review*, 47(2), 320-332.
6. Beccalli E., Casu B., Girardone C. (2006). Efficiency and stock performance in European banking. *Journal of Business Finance & Accounting*, 33(1-2), 245-262.
7. Borzán, A., Lentner, Cs., Sziget, C. (2011): Economic and Social Responsibility of Financial Audit in New Dimension In. *Studia universitatis vasile goldis arad – seria stiintele vietii (life sciences series)* 2011:(1) pp. 22-27. (2011)
8. Callen J. L., Lai K., Wei S. X. (2016). The Volatility of Return Revisions and Financial Statement Literacy in Emerging Markets: The Case of Cross-listed Chinese Firms. *Journal of Business Finance & Accounting*.
9. Chen C. J., Chen S., Su X. (2001). Is accounting information value-relevant in the emerging Chinese stock market? *Journal of International Accounting, Auditing and Taxation*, 10(1), 1-22.
10. CSMAR database. <http://www.gtarsc.com/>
11. Lentner, Cs. (2014): The Debt Consolidation of Hungarian Local Governments, *Public finance quarterly* 59:(3) pp. 310-325.
12. Lentner, Cs. (2015) The Structural Outline of the Development and Consolidation of Retail Foreign Currency Lending, *Public finance quarterly* 60:(3) pp. 297-311.
13. Lentner, Cs. (2015b): The New Hungarian Public Finance System – in a Historical, Institutional and Scientific Context, In. *Pénzügyi szemle/public finance quarterly* 16:(4) pp. 447-461.
14. Cs. Lentner, K. Szegedi, T. Tatay. (2015): Corporate Social Responsibility in the Banking Sector. *Pénzügyi Szemle/Public Finance Quarterly* 60. (1) pp.95-103.
15. Fernandez V. (2005). Risk management under extreme events. *International Review of Financial Analysis*, 14(2), 113-148.
16. J. Li, Zéman Z. (2016). Pro-cyclical effect on capital adequacy of commercial banks in China. *VADYBA Journal of Management*, 2(29), 77-83.
17. J. Wang, G. Fu, C. Luo. (2013). Accounting Information and Stock Price Reaction of Listed Companies — Empirical Evidence from 60 Listed Companies in Shanghai

Stock Exchange. *Journal of Business & Management*, 2(2), 11-21

18. Kevin A. (2005): *Measuring Market Risk*. John Wiley & Sons Ltd (9) : 32 -35.

19. Michalis G., John M., Charalampos K. The Impact of Accounting Information on Stock Prices: Evidence from the Athens Stock Exchange. *International Journal of Economics and Finance*, 4(2), 56-68

20. Sóvágó L., Gácsi R., Bárczi J., Czeglédi Cs., Hajós L., Zéman Z. (2014) The effects of and risk management related to the credit crunch in Hungary. *BIATEC* 7. pp. 22-26

21. Zéman Z., Bárczi J., Hajós L., Zsarnóczai S. (2014). Special Condition's Hungarian Method of 2008 credit crisis. *Sylvan English edition* 158. (5) paper A3bhh.

22. Zéman Z., Tóth J., Kalmár P., Hajós L. (2016). Bank manager compensation systems that materially impact the risk profile of large European banks. *BIATEC* 24 (3) pp. 20-23.

23. Zéman Z. (1997): Controlling a korszerű vállalatirányítás eszköze. *Gazdálkodás*. XLI: (2) pp. 80-82.

24. Zéman Z., Fónagy-Árva P., Majoros Gy. (2003): Értékmérési módszerek alkalmazási lehetőségeinek vizsgálata. *Pénzügyi Szemle / Public Financial Quarterly*. 8:(4) pp. 380-403.

25. Zéman Z., Majoros Gy. (2010): Evaluation of the principle. *Bulletin of the Széchenyi István University Gödöllő*. (1) pp. 348-368.

26. Zhu B., Niu F. (2016). Investor sentiment, accounting information and stock price: Evidence from China. *Pacific-Basin Finance Journal*, 38, 125-134.

PEDAGOGY AND PSYCHOLOGY

IMPLEMENTATION OF RELEVANT PHARMACEUTICAL PRACTICES IN THE MASTER TRAINING IN UNIVERSITY EDUCATION OF THE EUROPEAN UNION AND UKRAINE TO IMPROVE PROFESSIONAL ADAPTATION OF FUTURE PROTECTORS

Halyna Voskoboinikova,

Doctor of Pedagogical Sciences, Professor,

Natela Dovzhuk, *postgraduate student,*

Kyiv International University

Victoria Dovzhuk, Ph.D., Associate Professor,

Lyudmila Konovalova, Senior Lecturer,

National Medical University named after A. A. Bogomolets

Annotation. *In the article the theoretical analysis of scientific sources and best practices of introduction of proper pharmaceutical practices in university education of the European Union countries in the master's training of students in higher educational establishments of Ukraine is presented. The organization of phased introduction of proper pharmaceutical practices in master's training in university education of Ukraine on the basis of best practices of the European Union countries for improving the professional adaptation of future pharmacists has been substantiated and researched. It was established that the introduction of proper pharmaceutical practices in master's training in university education of the European Union and Ukraine contributes to the formation of readiness for the implementation of professional competencies of the researcher of the pharmaceutical industry and the improvement of the professional adaptation of future pharmacists. Innovative in content, modified program of the discipline «Good practices in pharmacy» is developed. The theoretical part of the program covers the whole complex of regulatory and normative documents on the creation of pharmaceutical products, the safety of their use and therapeutic efficacy, the practical part includes experimental data of evidence-based medicine and evidence-based pharmacy, which facilitate the formation of masters of readiness to implement the competencies of the researcher of the industry.*

Keywords: *good practice, pharmaceutical industry, master's training, university education, advanced experience, organization of vocational training, evidence-based medicine, evidence-based pharmacy, professional adaptation.*

Introduction. Modernization of the content of professional training of future pharmacists in the system of higher education of Ukraine on the basis of the introduction of advanced experience in the training of specialists in the pharmaceutical industry in universities of the European Union causes the updating of curricula, curricula of the disciplines of the normative part of curricula and the introduction of new academic disciplines. The introduction of the discipline «Good practices in pharmacy» at the master's degree stage provides in-depth study of the regulatory regulatory documents of

the pharmaceutical industry in accordance with the world standards of quality assurance of medicinal products, their safety and therapeutic efficacy. At the same time, the content of this discipline should meet the requirements for the quality of medical supply and marketing of medicinal products in regulated markets of the world.

Discussion. Higher vocational education of future medical specialists in the present period should set the goals aimed at the development of intellectual and moral personality in order to preserve human life and improve the quality of medical care for patients. The main way of implementing such an aspect of vocational education should be the use of pedagogical technologies of problem, reflexive, differentiated, dialogue education and education, technology of collective cultural activities, etc. [5, p.36].

Pharmacy, which is constantly evolving as an independent branch of health care, requires the presence of high-quality personnel, is achieved at the postgraduate and postgraduate level through continuous education. Continuing education involves continuous professional training, the main purpose of which is the training and retraining of specialists, professional development, and professional development. The system of continuous education should be as close as possible to the needs of specialists in practical pharmacy [4, p.52].

A total of pharmacoeconomic training of future pharmacists in higher education is also important is to use an integrated approach based on a comprehensive introduction to the educational process innovation pharmaceutical industry, organization of pharmaceutical business based on the introduction of appropriate pharmaceutical practices according to international standards of quality and safety of medicines, which undoubtedly provides economic effectiveness of pharmaceutical manufacturing, wholesale, retail sale and for medical use improve the quality of medical maintenance of the population [2, p.17].

Good pharmacy practice (NAP) determines the role of a pharmacist in the health system, his place in strengthening the health of the population and preventing diseases. NAP provides a functional-role approach to the activities of a pharmacist. In Ukraine, this qualification includes the name «pharmacist and pharmacist». There are four main areas of pharmaceutical activity: the first - the manufacture, receipt, storage, safety, distribution, use, release, utilization of drugs; The second is ensuring effective pharmacotherapy; The third and fourth - support and improvement of professional activity and promote the improvement of the quality of medical care of the population [3, p. 71].

In Ukraine, in the pharmaceutical enterprises and the industrial production of medicines, the practical implementation of the integrated quality management system, which involves the simultaneous application of the universal standard of quality management ISO 9001, industry rules of GMP and other standards from individual (ecological, hygienic, socio-ethical, etc.), becomes actuality. Aspects of enterprise management, affecting the quality of products [6-8].

Addressing scientific study and development of an integrated model of quality assurance of medicines on the stages of wholesale and retail sales and medical use based on complex application related universal standards of quality management system and the risk of quality management (ISO 9000, 10000, 31000, etc.). Industry rules and

guidelines to ensure the quality of medicines (GXP, ICH), as well as standards of other management systems (ISO 14000, OHSAS series 18000, SA 8000, etc.). In constructing the model uses an integrated approach to ensure the quality of drugs on the stages of wholesale and retail sales and medical use [9, p.46].

The aim is to substantiate the phased implementation of appropriate pharmaceutical practices for master's training in university education in Ukraine based on the best practices of the European Union countries in order to improve the professional adaptation of future pharmacists.

According to the goal, the task is defined:

1. To carry out a theoretical analysis of scientific sources and best practices in the implementation of appropriate pharmaceutical practices in the master's degree in university education in the European Union.

2. To substantiate and investigate the phased introduction of proper pharmaceutical practices in master's training in university education of Ukraine on the basis of best practices of the European Union countries in order to improve the professional adaptation of future pharmacists.

Presentation of the main research material. At the stage of professional training of future pharmacists of educational qualification level (OCR) «Bachelor», we have been planning to introduce the updated content of the regulatory documents of good practices in pharmacy into the training program «Medicine of Medicines», «Organization and Economics of Pharmacy,» Pharmaceutical Management and Marketing, and Namely: GLP; GAP; GMP, GGP.

At the stage of master's preparation for the formation of professional competence researcher industry is necessary extended acquaintance with a set of good practice in pharmacy - GXP, and detailed study of the regulatory and legal foundations of pharmaceutical development - guidelines, regulatory and legal documents of the EU and international standards (EMA, WHO, FDA) in accordance with good practice in pharmacy: GLP; GAP; GMP, GGP.

Analysis of existing content modules curriculum allows them to summarize trends in modernization and design new thematic modules that reveal modern design biopharmaceutical research bioavailability, bioequivalence, pharmacokinetics, and the results of laboratory research stage pharmaceutical development projective therapeutic efficacy of drugs.

At the stage of studying the modern design of preclinical and clinical trials of new pharmaceutical preparations with known active pharmaceutical ingredients in equivalent doses, as well as original, innovative drugs and dosage forms, the role of scientific and pedagogical support of teachers of medical and biological disciplines in the process of master's training is enhanced in order to ensure purposeful formation of competencies The researcher of the industry, the application of the experience of systematic studies of evidence-based medicine, the design of a plan for the future Days of work in accordance with GLP guidelines for the development of human medicines and for veterinary practice.

The use of informational content to fill the theoretical part of the content modules of

the curriculum of the Master's degree program «Good practices in pharmacy» promotes the formation of skills in management of the quality management of pharmaceutical production and medical provision of the population. The basis of the application of the methodology of evidence-based medicine in the process of experimental research on pharmaceutical development is the scientific search for evidence information on drugs, its analytical review, selection and systematization, the creation of its own information resources and content, and their transformation into the realization of the competencies of the researcher [2].

The results of such research are discussed by scientists and practitioners in the National Congress «Medical and Biological Informatics and Cybernetics» (Kyiv, 2010, 2014) and Scientific Conference «Medical and Biological Informatics and Cybernetics: Milestones of development» (Kyiv, 2011). Given the different views on the content and objectives of demonstrative pharmacy, continuing at the global level scientific debate about the integration of evidence-based medicine and evidence-based pharmacy, modern researchers believe that the results of studies of the interaction of drugs by applying methods of evidence-based pharmacy and data analysis correlation studies in vitro / in vivo, the following can be used in scientometric databases and be valuable for management decisions [1, p.83].

The Bologna Process transforms the student into the main figure of the academic process and evaluates the learning outcomes with its competence, promotes and rapidly increases the level of independent work of the student in the educational process, aimed at using interactive methods and paths in the learning process. The dynamic growth of the modern world, the increase of information, the importance of the individual in society, the pursuit of the period of intellectual change require the development of active student action. This is why interactive methods are very important in the learning process [10].

We have investigated the integration links of the study of the disciplines of master's training and the discipline «Good practices in pharmacy» in the process of professional adaptation of the masters of the pharmaceutical industry.

The contents of the discipline «Good Practice in Pharmacy» is innovative as it covers the whole range of regulatory and regulatory documents for the development of pharmaceutical products, their safety and therapeutic efficacy. For the in-depth study of the theoretical part of the discipline, the information content «Good practices in pharmacy and their regulatory and regulatory support» was created, which covers the complex of regulatory and normative documents in place on the European and world markets for the development of pharmaceutical products, their safety and therapeutic effectiveness. The created information content is systematically updated in accordance with the new regulatory guidelines introduced in the field of good practices in pharmacy and the amendments and additions to existing documents, based on the harmonization of the legislative framework of the European Union and Ukraine.

The practical part includes experimental data of evidence-based medicine and evidence-based pharmacy, which facilitate the formation of the readiness of masters for the implementation of the competencies of the researcher in the industry.

In the course of an experimental study, we conducted a questionnaire for students at the stage of master's training and practicing masters of the pharmaceutical industry. A comparative analysis of the results of the questionnaire on the need for study and content content of the discipline «Good practices in pharmacy» and the practical application of the acquired knowledge, practical skills, formation of professional readiness for the implementation of professional competencies, the emergence of difficulties in the process of professional activity caused by lack of awareness of the content of regulatory and regulatory Good Practice Papers in Pharmacy.

Conclusions. The introduction of proper pharmaceutical practices in master's training in university education in the European Union and Ukraine contributes to the formation of readiness for the implementation of the professional competencies of the researcher in the pharmaceutical industry and the improvement of the professional adaptation of future pharmacists.

The developed modified program of the discipline «Good practices in pharmacy» is innovative in content, since the theoretical part of it covers the whole complex of regulatory and normative documents on the creation of pharmaceutical products, the safety of their use and therapeutic efficacy, the practical part includes experimental data of evidence-based medicine and evidence-based pharmacy, Which facilitate the formation of masters of readiness to implement the competencies of the researcher of the industry.

Prospects for further exploration of the research direction are the development of modified two-level curricula (RBR «Bachelor», RBC «Master») of the continuous process of professional training of future pharmacists in higher educational institutions on the basis of the phased introduction of guidelines for good practices in pharmacy.

References:

1. Boiko A. I. Transformation of pharmaceutical information in the field of pharmacy and its computer systems is based on the knowledge base on the design and development of expert systems, which are designed to meet the needs of the librarians, as well as to function on the basis of the methodology of doctors medicine. // *Farmatsevtichnyi chasopys*. – 2011. Vyp. 3 (19). – S. 83–89 [In Ukrainian].
2. Voskoboinikova H. L. Good Practical Practice: A Training and Methodology Edition for Masters in the Pharmaceutical Industry / H. L. Voskoboinikova. *Pedahohika vyshchoi shkoly. Seriiia «Maisterni mahisteriumu»*. – K.: 2017 r. – 150 s. [In Ukrainian]
3. Manufacturing of medicines in the conditions of a pharmacy and hospital pharmacy in the countries of the European Union / Korytniuk R. S., Hudz N. I., Fetko M. M. ta in. *Farmakom*. – 2015. – # 3/4. – S.71–77. [In Ukrainian]
4. Hovorukha M. O. Some issues of advanced training in pharmaceutical management // *Farmakom*. – 2016. – # 3. – S.51–53. [In Ukrainian].
5. Nihosian L. R. Axiological approach in the system of vocational and pedagogical training of future specialists in the medical industry / L. R. Nihosian, Yu. O. Asiei-

eva // Nauka i osvita. – 2017. – Vyp. 4. – S. 33–37. [In Ukrainian].

6. Development of pharmaceutical practice. Focus: To help the patient. WHO Guide and International Pharmaceutical Federation (MFF), red. 2006r./ Ukr. pereklad pid zah. red. V. P. Chernykha [Elektronnyi resurs].– Rezhym dostupu: [http // www.apteka u/a// article/ 19846](http://www.apteka.u/a//article/19846). [In Ukrainian].

7. Soloviov O. S. Practical implementation of the principles of PIC / S in the process of Ukraine joining the international requirements of the quality control system of medical forms. / O. S. Soloviov // Upravlinnia, ekonomika ta zabezpechennia yakosti v farmatsii. – 2017. – # 1 (49). – S. 42–48. [In Ukrainian].

8. Susharyna I. V. Determination of priority directions of improvement of state and public regulation in pharmacy/ I. V. Susharyna, F S. Nemchenko, V. M. Khomenko // Farmatsevychnyi chasopys. – 2017. Vyp. 1 (41). – S. 38–45. [In Ukrainian].

9. Ubohov S. H. An integrated approach to constructing a model for quality assurance of medicinal products during implementation and medical use / S. H. Ubohov, N. O. Vetutneva, L. O. Fedorova // Farmakom. – 2016. – # 3. – S.46–50. [In Ukrainian].

10. Teaching Practice Using Interactive Methods at the Higher Educational Establishments / Gulzhan Abishova, Ardak Bostanova, Abdinabi Isaev [et al.] // Procedia - Social and Behavioral Sciences. Elsevier. – 2014. Vol. 143. – P. 630 – 633.

ОСОБЕННОСТИ УЧЕБНОЙ ПРОГРАММЫ РАЗВИТИЯ ИНФОРМАЦИОННО-КОММУНИКАЦИОННОЙ МОБИЛЬНОСТИ ПЕДАГОГА В ПРОЦЕССЕ ПОВЫШЕНИЯ КВАЛИФИКАЦИИ

Лариса Фамилярская,

преподаватель кафедры педагогики и андрагогики,

КУ «Житомирский областной институт последипломного образования»

Житомирского областного совета

Larisa Familarska. The training program of information and communication mobility development of the pedagogue in the improvement of qualification process features.

Annotation. The article highlights the peculiarities of the organization teachers learning in postgraduate education and the development of information and communication mobility of a teacher program. Also characterized task, structure and content of the developed comprehensive program, the specifics of the electronic educational environment, the concept of the educational e-environment in postgraduate pedagogical education. Defined principles of the program implementation.

Keywords: development, education, pedagogue, training course, mobility.

Актуальность исследования обусловлена тенденциями развития социального, научно-технического, технологического прогресса и предполагает обновление содержания, методов, форм деятельности современного педагога в условиях постоянных общественных изменений и революционных открытий в области функциональных возможностей информационно-коммуникационных технологий [4].

Одной из важных профессиональных характеристик современного специалиста является мобильность, которая является способностью адаптации к динамическим изменениям в профессиональной деятельности. Именно эта адаптивная способность, по мнению ученых Л.А. Амировой, Б.М Игошева, Р.М. Примы, нужна специалисту для профессионального становления и успешной деятельности в современной социально-профессиональной среде [1; 2; 3].

Однако, вне поля зрения ученых осталась проблема развития информационно-коммуникационной мобильности, как адаптивной способности личности, что требует поиска педагогических инноваций направленных на развитие у педагога профессиональных и личностных качеств в образовательной среде последипломного педагогического образования.

Целью статьи является раскрытие особенности организации обучения педагогов в последипломном образовании по программе развития информационно-коммуникационной мобильности педагога.

Интерес ученых к проблеме мобильности, как одной из характеристик процессов социального функционирования человека в современном мире, социальных групп, сообществ, личностного развития и человечества в целом, в

последние годы, стремительно вырос.

Мобильность, как способность адаптации педагога к меняющимся реалиям открытого образовательного пространства, управления информационными потоками в соответствии с задачами обучения, оперативного нахождения способа применения приобретенных знаний в стандартных или нестандартных ситуациях является необходимостью. Мобильность педагога понимаем как личностную способность адаптации к быстрым изменениям.

Информационно-коммуникационную мобильность (ИКМ) педагога понимаем как адаптивную способность самоорганизации образовательно-развивающей среды, что предполагает осуществление эффективного межличностного взаимодействия в современной образовательной среде, гибко применяя возможности информационно-коммуникационных технологий в профессиональной деятельности для решения учебных задач [5].

Для реализации вышеуказанного разработана комплексная учебная программа «Развитие информационно-коммуникационной мобильности педагога в образовательной среде последиипломного образования» (144 ч.). На рисунке 1 схематично представлена структурная модель программы.



Рис. 1. Структурная модель внедрения учебной программы развития информационно-коммуникационной мобильности педагога в последиипломном образовании

Внедрение осуществлено на базе КУ «Житомирский областной институт последипломного педагогического образования» Житомирского областного совета в процессе повышения квалификации педагогов на стационарной и заочной форме обучения и в межкурсовой период на базе образовательных учреждений Житомирской области, районных (городских) методических кабинетов (научно-методических центров), отделов (управлений) образования.

Внедрение модульной программы развития информационно-коммуникационной мобильности педагога базируется на принципах:

- системности, что обеспечивает развитие всех показателей ИКМ;
- преемственности этапов и задач (от самопонимания до самоуправления), что обеспечивает внедрение результатов в профессиональной деятельности;
- субъект-субъектных отношений, что предусматривает переход от «закрытого» общения к «открытому»;
- моделирования и творческой позиции, с помощью которого создается среда благоприятная для самоанализа, осознания собственного поведения, поиска вариантов способов современной коммуникации;
- рефлексивности, что обеспечивает осознание педагогом стратегии личностных изменений.

Характеризуя процесс внедрения программы развития ИКМ педагога отметим, что разработана электронная среда (е-среда) обучения, которая является предпосылкой стимулирования мотивов деятельности педагога с учетом опыта, потребностей и интересов, самореализации и профессионального развития.

Понимаем е-среду, как упорядоченную совокупность компонентов для развития и саморазвития распределенных в пространстве субъектов образовательного процесса с использованием средств ИКТ.

Под образовательной электронной средой последипломного педагогического образования понимаем совокупность образовательных электронных и информационных ресурсов, которые используются всеми субъектами учебного процесса через коммуникационные возможности компьютерных средств для развития и саморазвития.

Компонентами электронной среды, в частности института последипломного педагогического образования, Н.В. Морзе определяет е-контент (текстовый, графический, мультимедийный, ссылки на ресурс) и технологии е-взаимодействия и е-сотрудничества слушателей курсов повышения квалификации, преподавателей, методистов, руководства, способствует проектированию индивидуальной траектории обучения каждого слушателя. Контент е-среды института последипломного образования и сущность электронного взаимодействия, е-сотрудничества предусматривает использование электронной переписки, электронных учебных курсов, электронных журналов, электронной библиотеки, электронного тестирования, видеотеки, электронных каталогов, институциональных депозитариев, что обуславливает персональную среду слушателя и возможность создания образовательной е-среды преподавателем в

последипломном образовании, в частности, для внедрения учебной программы развития ИКМ педагога.

Структура и содержание разработанной комплексной программы ориентированы на индивидуальный подход к планированию образовательной траектории педагога, продуктивный характер образовательной деятельности слушателей. При разработке содержания программы учтено, что педагоги овладеют необходимым уровнем базовых психолого-педагогических, дидактических, методологических знаний.

Целями обучения по тематическим модулям комплексной программы являются качественные изменения профессиональных характеристик педагога необходимых для осуществления опосредованной компьютерными технологиями учебной деятельности в образовательной среде, в частности, создание образовательно-развивающей среды, построение совместной деятельности и обучения в ней.

Оценка развития информационно-коммуникационной мобильности проводится с использованием диагностического инструментария (авторская анкета, методика В.Г. Маралова, методика В.В. Столина, С.Р. Пантелеева), что позволяет выявить три уровня сформированности информационно-коммуникационной мобильности: интуитивно-репродуктивный, продуктивно-конструктивный, творческо-поисковый.

Комплексная программа рассчитана на запрос различных педагогических категорий (учителя-предметники основной и старшей школы, директора, заместители директоров, воспитатели дошкольных учреждений, учителя начальной школы). Программа обучения в курсовой период повышения квалификации рассчитана на 36 часов вариативной составляющей учебно-тематического плана и предусматривает 20 часов аудиторной работы, 16 часов самостоятельной. Программа обучения в межкурсовой период объемом 108 часов предусматривает самообразовательную учебную деятельность с использованием разработанной электронной среды.

Педагогам, в соответствии с профессионально-педагогическими интересами и потребностями, предоставляется возможность планирования индивидуального образовательного маршрута повышения квалификации на основе результатов профессионально-личностной рефлексии, выбора учебных тем и форм обучения.

Задачей комплексной программы курса (144 ч.) есть содействие развитию адаптивной способности личности и овладению подходами модификации профессиональной деятельности через процесс взаимодействия с субъектами образовательной е-среды для эффективного решения научно-педагогических задач.

Задачей обучения по программе в процессе курсового повышения квалификации педагога (36 ч.) есть ознакомление, систематизация и овладение формами, методами педагогической деятельности в образовательной среде по использованию средств коммуникации и возможностью их интеграции с традиционным обучением.

Задачей обучение по программе в межкурсовой период повышения квалификации педагога (108 ч.) есть проектирование влияния собственных достижений на профессиональную деятельность, адаптация профессиональных интересов и потребностей каждого педагога к целям деятельности, построение педагогом коммуникативных условий поддержки профессиональной активности средствами ИКТ, выработка и рационализация индивидуально-оптимального стиля современной деятельности.

Главными формами контроля являются упражнения, таблицы самооценки, проекты. Итоговый контроль проводится в виде тестирования с использованием компьютерных средств. Самоконтроль осуществляется в процессе обучения через планирование задач в шеринг-дневнике и анализ результативности их реализации.

Целью использования шеринг-дневника есть осознание своих чувств и происходящих внутренних процессов, анализ и закрепление опыта, постановка целей на будущее и последовательное сопровождение педагога в развитии составляющих ИКМ. На каждом занятии профессионально-личностная рефлексия с использованием шеринг-дневника предусматривает заполнение страницы, содержание которой направлено на выявление уровня теоретико-методологического овладения изучаемого материала. В ходе обучения и после выполнения практических заданий педагог анализирует самоизменения, оценивая собственную работу, работу группы, выражает рекомендации преподавателю / тьютору.

Преподаватель / тьютор в ходе и после занятия ведет карточку-наблюдения деятельности участников обучения. Сопоставление результатов, высказываний слушателей, материалов наблюдения преподавателя / тьютора позволяет отслеживать изменения и корректировать содержание следующего занятия. Используемые приемы дают возможность создать оптимальные условия для эффективности учебного процесса по развитию составляющих ИКМ педагога.

Процесс организации обучения включает определенный перечень условий, способствующих ценностному отношению педагога к овладению теоретическим и практическим материалом, личностному осознанию их значимости для профессиональной деятельности, что является необходимым условием успешного развития ИКМ педагога. К этим условиям относятся:

- проблемный характер изложения материала;
- использование активных методов обучения: анализ и моделирование конкретных педагогических ситуаций (case-study);
- использование методов самоанализа и рефлексии (шеринг-дневник);
- система творческих (ситуативных) задач;
- организация практической деятельности педагогов по использованию ИКТ в учебно-воспитательном процессе (е-контент).

Приведем результаты обучения:

- 84% участников обучения отметили, что в ходе работы смогли посмотреть на свою деятельность со стороны, и это позволило увидеть ее по-новому, составить

особое мнение о преимуществах и недостатках своего профессионализма;

- 64% указали, что стали лучше понимать опыт собственной деятельности, изучая и воспринимая опыт других педагогов, соотнося его со своим;
- 60% уверены, что смогут использовать возможности электронной среды и е-контента для обновления способов профессиональной деятельности;
- 48% считают, что смогли более четко увидеть перспективы собственной профессиональной деятельности и готовы ее совершенствовать.

Эффективность реализации учебного процесса с использованием электронной среды выявлено путем опроса педагогов (goo.gl/zi90mr). Результаты свидетельствуют о повышении уровня мотивации к изучению вопросов методики использования электронных ресурсов образовательной среды в профессиональной деятельности.

В результате диагностирования уровня развития исследуемой мобильности после обучения выявлено динамику, что свидетельствует о развитии уровня ИКМ. В частности, количество педагогов творчески-поискового уровня выросло на 17,46%, по продуктивно-конструктивному уровню – на 19,15%, на интуитивно-репродуктивном уровне остались 16,04% против 52,65% в начале обучения по комплексной программе.

Таким образом, анализ результатов внедрения программы развития ИКМ педагогов позволил констатировать ее эффективность в процессе повышения квалификации педагогов, увеличение диалогового взаимодействия в сетевых педагогических сообществах региональной системы повышения квалификации.

В дальнейшем планируется исследование особенностей условий развития информационно-коммуникационной мобильности педагога.

References:

1. Amirova L.A. Development of personal mobility in the area of continuous professional education // *Obrazovanie cherez vsju zhizn': nepreryvnoe obrazovanie v interesah ustojchivogo razvitiya*. 2012. № 2, - P. 55-57. [in Russian]
2. Igoshev B.M. Essential and logical analysis of the concept of mobility as a Interscience / B. M. Igoshev // *Pedagogicheskoe obrazovanie v Rossii* – 2014. – № 1. – P. 105–111. [in Russian]
3. Prima R.M. Professional mobility formation of the elementary schools future teacher: Theory and Practice: monohrafiya / R.M. Prima / Volyn. nats. un-t im. Lesi Ukrayinky. – Dnepr: IMA-pres, 2009. – 368 p. [in Ukrainian]
4. Familyars'ka L.L. Mobility as a component of perspective of modern educational process// Larysa Leonidivna Familyars'ka // *Informatsiyni tekhnolohiyi i zasoby navchannya*, № 41, вип. 3. – 2014. – [Internet access]: <http://goo.gl/hIfp2a> [in Ukrainian]
5. Familyars'ka L.L. Diagnostic tool for the development of information and communication mobility // *naukovo-metodychni materialy, chastyna II* // L.L. Familyars'ka – Zhytomyr: KZ «ZhOIPO» ZhOR, 2017. – 54 p. [in Ukrainian]

ENGLISH AS AN INTEGRATED PART OF EDUCATION IN THE MODERN SOCIETY

Oleksandr Khomenko,

*Doctor of Pedagogical Sciences, Associate Professor,
Science and Research Institute of Social and Economic Development*

Annotation. *The purpose of the article is to describe the role of English language in the modern society and to present the authors' vision of the modern system of professionally oriented foreign language education (POFLE) in higher education establishments of the economic bias.*

Keywords: *lingua franca, globalization, pedagogical concept, modular level model.*

With the advent of modern technology the conceptual space of the world has reduced incredibly. Communication has gone a great distance to bring people together. People from all over the world can communicate with one another with great ease and comfort. The integration of countries, different societies, economies, cultures and people is the basic feature of globalization. Another invention that brought the world even closer together is the Internet. The use of the Internet has made communication faster and more affordable. Global world with its common information network and global economic relations inevitably requires common lingua franca. The studies on the language of international communication bring us to the conclusion that there are two pivotal trends in the modern world: the first one is directed to preserve the national languages, since they are considered to be the major sign of both the nationhood and the national identity, the second trend is the spread of English as the language of international communication. Sociological researches and statistical analysis reveal that despite the developing links in the field of economy, culture, tourism are unable to efficiently communicate with each other. The level their foreign languages competence is far from being decent. Thus, the language of international communication becomes the objective necessity. This makes us turn to the problem of the role of English in the 21st century.

Globalization has seriously changed the role of English. English is de facto the official and working language of most international organizations and has an official status in 62 states of the world (D.Crystal, 1995). No language has such a privileged status in the EU as English has, despite the fact that there is a formal policy of ensuring equal status for all official languages of the EU and that the EU' tends to a «multilingual information society». Only English is the language of contacts between people speaking different languages (F.Grin, 1993).

Today, the level of English proficiency is less associated with elitism and is considered simply as an economic advantage. English is becoming a basic skill for workers around the world, just as literacy was a privilege of the elite two centuries ago, now it has become mandatory for any citizen. Like literacy, English provides opportunities for growth, determines the suitability for employment and expands horizons.

We will try to substantiate this point of view by contemplating the globalization

factors that have an impact on the change in the status of the English language.

Analysis of the researches on globalization (Robertson R, 1992, Mussa M. 2000, W. Beck, 2001, Voitovich R., 2003, Shnipko O., 2005, O. Nosov, 2006, Bose P; Lyons L, 2010 etc.), shows some basic features of the phenomenon:

national economies have become more integrated into the global economy;

labour and finance have become more mobile;

multinational corporations with branches all over the world began playing a significant role.

Some other trends of globalization are as follows: the globalization of financial markets, the creation of international organizations in economic and financial spheres: International Monetary Fund, World Bank, World Trade Organization, etc.

The development of the global economy provides interrelation of economies of individual countries, the unification of their efforts in order to solve the socio-economic and political issues [2], [3].

It should be emphasized that the relationship between English proficiency and adjusted national income per capita can result in the «snowball» effect. Improvement of language skills leads to higher salaries, which, in its turn, encourages the government and the population to invest more in learning English. In many countries, there is an inverse relationship between the level of English proficiency and the level of youth unemployment.

Countries and companies that want to stimulate entrepreneurial growth have long noticed that English proficiency is a key component in favorable business environment creating. More companies from non-English speaking countries are introducing English as a corporate language.

Therefore, English plays a key part in the economic development of the countries.

Another hallmark of globalization is placing parts of the business firms in countries with cheaper labour force, which became known as outsourcing [4]. Thus, the global economic community is being steadily turned into a coherent economic system, into a single global economic body. Consequently, there is a natural need for a common language of communication

The researchers of the English language status in the contemporary world indicate that the impact of globalization and economic development has made English the 'language of opportunity' and a vital means of improving prospects for well-paid employment. English is at the center of many globalization mechanisms. In this context it should be considered as the language for international development. (D. Graddol, 2006), D. Crystal (2007), Philip Seargeant and Elizabeth J. Erling (2011). The analysis of the researches conducted by the UN, the World Bank, the European commission revealed the existence of interdependence between the index of the English language proficiency and the gross domestic product per capita i.e the higher index of English proficiency a country possesses the more developed economy it has got.

With the growing dependence of the economies on the world's scientific and technological progress the value of the English language has increased. The number of

people speaking English is increasing. In addition, well-paid and more prestigious jobs also require proficiency in English. Since it is well suited for that purpose, we might as well keep it. Thus, it can be concluded that mastering the English nowadays as a *lingua franca* in the globalized world, in particular, Europe will contribute to:

1) improving the competitiveness of a country and restructuring of its economy (the biggest barriers in the implementation of international joint projects or joint ventures is the linguistic and cultural ones);

2) integration of a country to the world economic and cultural community;

3) an access to information and innovative information technologies;

4) the successful career prospective.

Through its mobility of people and capital, its global technologies, and its global information networks, globalization has changed the conditions under which foreign languages are taught, learned, and used. Language is more than communication: it represents experience, economic and social attitudes. An important role in the economic development of the state belongs to qualified personnel, able to become conscious of the significance of value benchmarks for self-realization in the labor market. Learning a language is thought to not only provide the learner with new language skills, but also to broaden their understanding of the world via the cultural education that often goes hand-in-hand with learning another language.

Thus, we are talking about the realization of the concept of education as a cultural process that takes place in the educational environment, which components are filled with human meanings and aligned with a person's development, self-determination, self-realization (E. Bondarevskaya, 1999).

Education is the most important function of culture, as it ensures its preservation, translation and potential development. Multicultural education is a person's knowledge of multicultural, the possibility of its self-realization in a multicultural milieu while preserving the relationship with its native language and culture. Consequently it facilitates conflict-free identification of a person in a multicultural society and its integration into a multicultural world space due to foreign languages learning/teaching.

The English language will become an integrated part of education and not only a separate subject. That's why the English teaching and learning in higher education establishments of the economic bias need modernization.

We have made the analysis of the contemporary trends of foreign language training in tertiary education of Ukraine. It has been pointed out that alongside with positive changes there are also some disadvantages in the Ukrainian system of professionally oriented foreign language education caused by its inertia and sluggishness. That's why a pedagogical concept of professionally oriented foreign language education (POFLE) in higher education establishments of the economic bias has been developed.

The concept determines the goals, objectives, content of professionally oriented foreign language training of the Ukrainian business students. Limited by the frameworks of the paper we will not be dwelling on their detailed analysis. However, we only will note that the research concept is based on understanding of contemporary world educational

trends as the driving forces:

- 1) to bridge the gap between the professional foreign language communicative competence formation and the professional competence formation of future specialists;
- 2) to provide students with the right to choose an individual way of the foreign language professional competence acquisition according to their needs and abilities and the desired number of foreign languages to study providing all the trends are implemented in the innovation system of professionally oriented foreign language education.

The strategic goal of the latter is formation of such an integrity as a multicultural / secondary linguistic professional personality. The parameters of the secondary linguistic professional personality have been described in the frameworks of the research [1].

The methodological foundation of the concept is the theory of cultural and information education (V. Luhovyi) which allowed to present the content of professionally oriented foreign language education and outline its key components: mental life (experience, imagination, thinking, needs and learning abilities) abilities and personality, educational components of professional linguistic environment. We have argued correlation of these categories with the content components and revealed their essence. The components that determine the content in terms of interdisciplinary interaction have been determined because the essence of professionally oriented foreign language education is in its integration with professional disciplines. We have emphasized that the content of POFLE should be subordinated to the task that future professionals are obliged to acquire both professional foreign language communicative competence and professional intercultural competence. So, the variable (professional) component and invariant (intercultural) component have been offered as indispensable part of the professional foreign language communicative competence. Professional component, in its turn, incorporates general professional communication, business communication, academic communication and language for professional purposes. Intercultural component includes the presence of linguistic, geographic, communication skills, which are formed by such conventional components of content as: linguistic, psychological, methodological, cultural, and extralinguistic.

Besides, in order to realize professional and intercultural components students should also possess with some information and computer skills and abilities. We concluded that these components would provide the content compliance with the qualification requirements and facilitates further development of variable model of the content of foreign language education in higher education establishments of the economic bias, would provide students with the right to choose an individual way of the foreign language professional competence acquisition according to their needs and abilities. We have proposed the variable model of content of professionally oriented foreign language education, which reflects the dynamics of foreign language training of future specialists from the process of a foreign language acquisition in situations of professional communication to a foreign language for professional purposes acquisition.

The foreign language professional communicative competence acquisition is impossible without social and professional environment. In order to our model such

an environment it is necessary to create the appropriate pedagogical conditions. The foreign language professional communicative competence acquisition is also impossible without equal partnership between the students and the teachers. Special attention has been paid to both the personal and the professional characteristics of a teacher of foreign languages

Moreover interdisciplinary integration has been proved as a promising teaching method to form future specialists' holistic professional thinking. Integrative learning being one of the modern education innovations is able to solve the problem of both professional and foreign language education effectiveness increase, combining them into a single whole. The relevant objectives of integrative learning, its principles have been outlined; the criteria of optimal ratio of special economic / business disciplines and foreign language training have been defined. It has been noted that within the information society the trends towards virtualization and education openness are realized through the use of information and communication technologies. However the virtual education is not able to ensure the preservation of the educational and cultural traditions, values etc. Therefore a blended learning – a combination of face-to-face training and learning via the Internet has been considered to be the most appropriate form of organization of foreign language education.

Apart from this the importance of multilingualism for a country's economic competitiveness and the need for its introduction to the educational process in higher education establishments with economic bias has been substantiated. It has been stated that multilingualism promotes a level approach to foreign language training, declared in the Common European Framework of Reference for Languages.

A modular level model of foreign language training organization in higher education establishments with economic bias has been worked out. The model enables to gradually form the students' professional foreign language communicative competence taking into account both their real level of foreign language proficiency and their personal needs and motives.

Conclusions. With the growing dependence of the economies on the world's scientific and technological progress the value of the English language has increased. It can be concluded that mastering the English nowadays as a lingua franca in the globalized world, in particular, Europe will contribute to:

- improving the competitiveness of our country and restructuring of its economy (the biggest barriers in the implementation of international joint projects or joint ventures is the linguistic and cultural ones);

- integration of a country to the world economic and cultural community; an access to information and innovative information technologies; the successful career prospective.

So, English proficiency today is a key skill. Therefore, this language has a special status, and it is studied on a par with the native language. According to «The Economist», English continues to be the main international language and at the moment there are practically no threats to its global popularity

On the other hand, English is sharing its paramount status with German, French,

Spanish and Russian in Europe. So there is a quite clear tendency to a shift towards multilingualism. That's why the new variable model of foreign languages education of business students is necessary. The author has proposed the pedagogical concept of professionally oriented foreign language education in higher education establishments of the economic bias. Both the essence of the innovation system of professionally oriented foreign language training and description of its main components have been presented in this concept.

The scientific novelty of the research is to study the factors that contribute to changing the status of the English language in a globalized world, and influence the conditions of its learning.

The theoretical relevance of the study consists in determining the status of the English language as an integral part of the education system, in particular, multicultural education, not only a separate academic discipline; and in the development on this basis of a modernized model of foreign language education in the higher education business institutions.

The practical significance of the study. The material stated in the article can be used for the student audience, as recommendations for foreign language teachers of economic universities, at methodological seminars.

References:

1. Khomenko O.V. Tendencies of business students foreign language education in the context of globalization: theoretical and methodological aspect. - Manuscript. – Thesis for a Doctorate Degree in Pedagogical Studies. Specialty 13.00.04 - Theory and Methods of Professional Education. - Institute of Higher Education NAPS of Ukraine, Kyiv, 2015.
2. Mussa M. Factors Driving Global Economic Integration. – URL [<http://www.imf.org/external/speeches/2000/082500.htm>]
3. Robertson R. Globalization: Social Theory and Global Culture. – London: Thousand Oaks (Ca.): Sage Publications, 1992. - 224 p.
4. Outsourcing - What is Outsourcing? - URL [http://www.sourcingmag.com/content/what_is_outsourcing.asp]

PHILOSOPHY AND THEOLOGY

SLAVIC PENTECOSTAL MISSION IN THE USA: PREFACE

Oleg Bornovolokov,

*Teacher of Ukrainian Evangelical Theological Seminary,
National Pedagogical Dragomanov University*

Annotation. *This research paper considers the prehistory of development of the Movement of Slavic Christians of Evangelical Faith. The foundation of the Movement was laid by I. E. Varonaeff. Under his direction the first Russian Pentecostal church was started in New York on the 1st of July 1919. This very church became a starting point in development of the Slavic Pentecostal assemblies in America first and then in the whole world. On the basis of this community, the Union of churches of Russian-Polish-Ukrainian brotherhood was formed and called the Union of the Evangelical Christians of the Holy Pentecost.*

Keywords: *Pentecostals, Evangelical Protestantism, Evangelical Christians of Holy Pentecost, Pentecostal (Evangelical Faith) Christians, Evangelical Baptist Christians, Russian Pentecostal Mission.*

This research paper considers the prehistory of development of the Movement of Slavic Christians of Evangelical Faith. The foundation of the Movement was laid by Ivan Ephimovich^{1*} Voronaev.² Under his direction the first Russian Pentecostal church was started in New York on the 1st of July 1919. This very church became a starting point in development of the Slavic Pentecostal assemblies in America first and then in the whole world. On the basis of this community, the Union of churches of Russian-Polish-Ukrainian brotherhood was formed and called the Union of the Evangelical Christians of the Holy Pentecost in 1920-1921. Very often general conventions and congresses of the Evangelical Christians of the Holy Pentecost were held in the building of the New York church. Their purposes were the following:

- Spiritual growth of the church members;
- Raising of enthusiasm for missionary work in the midst of members of communities;
- Consolidation of the administrative structure of the Union.

Over the short period the assembly existed, its activity goes far beyond the boundaries of the United States. Missionaries were sent to Canada, Argentina and Europe. Nevertheless, it's worth mentioning that ministry of the Slavs-missionaries was mostly concentrated on their fellow-countrymen – expatriate Russians, Ukrainians, Poles, Czechs and other Slavic countries. In connection with this, it may be supposed that this coalition of the Slavic churches in America became a cradle of revival of the Pentecostal Movement in the midst of Slavic ethnic groups. In the twenties, representatives of the

¹ * "Ephimovich" is his patronymic. In some sources surname "Voronaeff" instead of "Voronaev" may be found. It is the same. (Translator's comment).

² V. Grazhdan. Who are the Pentecostals? (Alma-Ata: Alma-Ata, 1965). p.9.

Union of the Evangelical Christians of the Holy Pentecost went as missionaries to bring the teaching of the full Gospel to their native countries.

I. E. Voronaev and V. R. Koltovich are the most famous among them. Their sphere of activity embraced Bulgaria, Russia and Eastern Ukraine. Due to their selfless work, the powerful Pentecostal Union of Christians of Evangelical Faith was organized on the territory of Ukraine and Russia. The Union numbered 25,000 members by the 29th year of the XX century.³ By 1991, the total number of members in the CEF churches numbered 69,000, and 37,141 of them lived on the territory of Ukraine.⁴

Porphyry Ilchuk, Ivan Gerys, Trophim Nagorniy, Joseph Cherkskiy, Kandiba, Mary Nedoshitko carried ministry in the Western Ukraine which was a part of the Eastern Poland according to the Riga agreement then. These people organized churches, and a Union⁵ which was a part of a Polish association of CEF. By 1937, the association numbered 18,197 people.⁶ By 1991, there were 49,000 people in it, and 33,439 of them lived in Ukraine.⁷

Dionysus Zaplishniy, Nikola Nikolov and Boris Klibik brought the news about the Pentecost to Bulgaria. They founded a union there. By 1953, the union was the first among protestant churches and the second after the Orthodox church in quantity of people.⁸ It is proved by D. Dulgerov, a Bulgarian Orthodox apologist and professor. In 1959 he wrote, “The number of members of the Pentecostal religious groups is few times bigger than the number of all other sectarian groups in Bulgaria”.⁹

G. Kraskovskiy worked on opening of new churches in Belorussia and Poland. Not all people who were involved in revival in the midst of the Slavs are mentioned. There were more missionaries, but it is impossible to count all of them. Due to their work and diligence the news of the Pentecost reached Slavic peoples and spread among them.

Preconditions for appearance of the Pentecostal Movement in the midst of the Slavs in America

It is not easy to give an unambiguous answer for reason of appearance of the Pentecostal church. It is necessary to take into account different preconditions, events and circumstances as well as activity of certain representatives of that epoch which influenced formation of the today's lay of the land. Having connected and analyzed certain factors, we will be able to approximate to the understanding of atmosphere reigning at the beginning of the 20th century and to the way it influenced appearance of the Movement. Only after that the lives and activity of the first Pentecostals will be considered.

The author of this paper would like to let a reader know beforehand that his purpose is not to find out either the Pentecostal Movement was **born** at the beginning of the 20th

3 I.I. Luchinets. «Letter», The Traveler. No. 2, (New York, 1930), p.7.

4 I. Efimoff. Contemporary charismatic movements. (Moscow, 1995), p.5.

5 I. Harris. Report from Poland. The Traveller №4 (Philadelphia, 1925), p.8.

6 V. Lubashenko. History of Protestantism in Ukraine (Kiev, 1995), p.27.

7 I. Efimoff. Contemporary charismatic movements. p.30.

8 S. Durasoff. Pentecost behind the Iron Curtain. (Kiev: UESB, 2002), p. 40.

9 D. Dulgeroff D. Pentecostals in Bulgaria. (Sofia, 1959), p. 4.

century or it was **reborn**. Supporters of the first version date appearance of the Pentecostal Movement as an independent group to 1901. Supporters of the second one consider that birth of the Movement happened on the day of the Jewish holiday of the Pentecost when the Holy Spirit came on apostles, but its rebirth happened at the beginning of the 20th century after a long period of oblivion. Nevertheless, as it was mentioned, it is not the purpose of the author to solve this issue. It is to consider development of the Pentecostal Movement and find reasons of its successful and fast growth. (Its growth was really fast: during the quarter of the century the Movement rooted itself on all continents of the world. Thus, by 1921, there were about 2 million followers in the Movement, in 1936 – 6 million,¹⁰ and in the middle of the sixties – 8 million people. By 1970, according to atheists, there were about 30 million people in the Pentecostal Movement, and it was spread in 90 countries.¹¹ By 1994, there were over 50 million people in it).¹²

1. The age of the enlightenment. Period from the 18th to the 19th century is called the age of enlightenment and rationalism. It is a period of intensive development of human knowledge and opportunities for the most of people. That was a period when human understanding of life and nature of the surrounding world was totally changed. People assigned primary importance to knowledge and intellect. They prefer to recognize inexplicable things as absurd rather than as incomprehensible ones.

Different books, philosophical treatises about unsoundness of faith in God were printed. Clubs for free-thinkers were organized. Public debates between deists and theologians were held there. It was really a period of “a great revolution against God”, as C.S. Lewis said. Rationalism developed atheism, doubts in the human society, and it led to disappointment in oneself and others, and later on – in life. The principles raised by Christianity over many centuries had been giving people strength to live but they were destroyed for several years.

Perhaps, an English writer G. Chesterton in his book of “Orthodoxy” described people’s condition at the end of the 19th century in the best way. In his opinion, rationalism can bring a person not only into apathy but into mental illness. Comparing imagination with rationalism, he wrote the following:

“Many consider imagination, especially mystical one, to be dangerous for spiritual balance. Facts and history deny this opinion positively. Imagination does not cause mental illness – it is caused by rationalistic intellect. Poets do not go insane, chess players do; mathematicians and cashiers happen to be insane, creative people – very seldom... I’m not attacking logic – I’m just saying that danger is in it, not in imagination... A poet needs only delight and elbowroom so that nothing could hinder him. He wants to look in heavens. A logic person tries to push heavens into his head – and his head cracks.”¹³

Rationalism influences moral foundations of the society; it was expressed in F. Nietzsche’s philosophy in an especially bright way. Having developed an idea of dying

10 V. Melnik. Evolution of modern Pentecostals. (Lviv, 1985), p 21.

11 N. Dmitrienko. Social views of modern Pentecostalism. (Kiev, 1980), p.7.

12 И.И. Ефимов, p.31.

13 G. Chesterton Orthodoxy. (Moscow, 1991), p.364.

God, he made a conclusion that God didn't exist, and it led to decrease in level of moral values. Nazi used Nietzsche's ideology later on. Rationalism gives birth to materialistic world view system. This system has opposed Christianity very strongly over last two centuries. Materialism concentrates person's attention on himself and material welfare. It puts spiritual values of eternal life too low by that.¹⁴

Troubles of the difficult economic situation of that period, hard work conditions, exploitation of workers, competition and unemployment brought people into condition of apathy and made them search for a way out of the grave situation.¹⁵

In fact, in this period of time, the world was divided into three parts: those who denied faith in God, those who insatiably desire to come closer to God, and those who waited. New protestant religious movement appeared where mystical experience was accentuated. Social needs of people encourage communist principles. The first artels, communes appeared in Russia, England, Germany, and America. In many communes, Christian utopian principles prevailed; an individual was given the second place, and society – the first one. It does not matter how good these principles were, they could not be implemented in human society. People, unsatisfied with their own life, left communes eventually. This period gave us many great, outstanding people who influenced further history of humankind and history of religious movements by their lives. There were people who influenced development of the Pentecostal Movement in America as well as in Europe among them. In this paper, we would like to consider key people who influenced spreading of the Pentecostal churches among the Slavic peoples in direct or indirect way.

Key people. Having researched the atmosphere of the beginning of the 20th century and the way it influenced moral condition of people of that epoch, we will consider the life stories and activity of the Pentecostal Movement founders.

By the end of the 19th century, the movements with indications of the Pentecost were recorded in England, Germany and even in Russia.¹⁶ Nevertheless, in the most of cases, research people conclude that America is the native land of this movement, and the date of birth is the end of the XIX – beginning of the XX century.¹⁷

Charles Fox Parham is considered to be a founder of the Movement.¹⁸ (This man had direct influence on appearance of the Slavic coalition of the Pentecostal churches in America), and we will start our research with him.

Charles Fox Parham (1873 – 1929)

Parham was the first Pentecostal preacher and writer. In 1901, in Topeka, Kansas, he formulated the main theses of the classic Pentecostal theology. That is why he may be reputed a founder of the Pentecostal Movement. He was the one who joined the main

14 S. Sanikoff Twenty centuries of Christianity. (Odessa, 2002), p. 416.

15 F. Fedorenko. Sects, their faith and deeds. (Moscow, 1965), p.176.

16 V. Grazhdan. The antisocial character of the dogma, morals and activities of modern Pentecostalism. (Moscow, 1965), p.12.

17 A. Moskalenko The Pentecost. (Moscow, 1966), pp. 30-31.

18 R. Liardon. God's generals. (Moscow, 1998), p. 113.

doctrines which were accepted by the Pentecostal churches:

- ◆ Evangelical conversion;
- ◆ Sanctification;
- ◆ Divine healing;
- ◆ Expectation of the Millennial kingdom;
- ◆ Baptism by the Holy Spirit with the sign of speaking in tongues.

By Parham's efforts, the Pentecostal Movement got a clear theological foundation as well as missionary orientation. Together with his disciples, he initiated the first wave of the Pentecostal revival spread all over the world afterwards.

Charles Parham was born in Muscatine, Iowa, in 1873. In 1890 he entered the South-Western Kansas College. During three years he had tried to combine study with calling of a preacher. In 1891 he was overtaken by a serious disease. It impelled him to review his life priorities. Having survived serious ague fits, Charles stopped studying to work as an assistant of a Methodist church pastor in 1893.

Inspired by the "Movement of Holiness" and by own healing, Parham left Methodist church in 1895 and started own independent ministry. He married Sarah Tistleweight next year. They opened a Healing House of "Bethel" in Topic, Kansas, in 1898. Work of the Healing House included teaching of faith. They taught everybody who was searching for help from above. Besides, ministry of Parham in Topic included publication of "Apostolic faith" journal. It was published twice a month. In summer 1900, Charles decided to go to religious centers of Holiness. The main purpose of his three-month trip was community of Frank Sandford in Shilo, Man. Parham started searching for greater manifestation of the Holy Spirit in his life, being impressed by the "latter rain" – powerful pouring out of the Holy Spirit – told by the Movement of Holiness about. After this trip, determined Parham opened a Bible School in the city of Topic in September 1900. Purpose of the school was **to prepare future missionaries for pouring out of the Holy Spirit**. The school was accommodated in an old luxury mansion house uptown. Parham taught the basis of the teaching of holiness and called students to strive for physical manifestation of the Holy Spirit baptism. He tried to turn students to the second chapter of the Book of Acts where it is written that speaking in tongues was conducive to the growth of Christianity. On the 1st of January 1901¹⁹ at 7 o'clock in the evening,²⁰ Agnessa Ozman la Berje, one of the Parham's students experienced baptism of the Holy Spirit and started speaking a foreign language. The language was understood and interpreted by the present Czech. Interpretation was a call to spiritual renewal. On the foundation of it, students concluded that a new Pentecost began.²¹ During several days Parham and a half of the students of the school were baptized with the Holy Spirit.

Charles Parham tried to preach about things happened. First he failed because of negative public opinion concerning new manifestation. Nevertheless, the Movement gained power afterwards. Parham's followers were active in evangelism in Kansas and

19 D. Sherill. They speak different languages. (St. Petersburg, 1999), p. 38.

20 S. Rouz. Orthodoxy and the religion of the future. (California, 1979), p.123.

21 S. Marzanova. Pentecost in Bulgaria. (Moscow: MGU, 1970), p.48.

in other states later on. More and more Pentecostal churches were started consequently. There were ups and downs in Parham's life. Anyway, nobody did for the Pentecost as much as he did. Mary Brown was among those who received baptism with the Holy Spirit directly during Parham's ministry. She played a key role in development of the Pentecostal Movement among the Slavs in America.

B. Mary Bergess Brown (1880 – 1971)

Mary Bergess was born in 1880. She started searching for God and His will for her life when she was young. The search brought her to the Moody's Bible Institute. After graduation, she was engaged in missionary work in Chicago, Illinois, Detroit, Michigan, and in Ohio state. She was told about baptism with the Holy Spirit at the Bible school, but she never experienced fullness of that. Spiritual search brought her to John Dawi's church in Zion, Illinois.

By 1906, Zion, spiritual center of John Dawi (it was in a sad state then), was visited by Charles Parham. He preached there about importance of spiritual baptism in the life of a Christian. Those sermons touched girl's heart. Burning with the desire to testify people about Christ in the power of the Holy Spirit, she began to attend home prayer meetings where Christians prayed for baptism with the Holy Spirit. After long fast and prayer, Mary's desire was fulfilled – she was baptized with the Holy Spirit (exactly on the day of her twenty-sixth anniversary). In six months, Mary felt a great desire to serve people in New York. She asked Charles Parham the advice and he encouraged her to go there. So in 1907 Mary moved to New York. She met Robert Brown, her future husband, there. On the 14th of October 1908, Robert and Mary got married with the blessing of William Piper, an outstanding Pentecostal preacher. Wedding ceremony was held in Zion, in Mary's parent's house.

After the wedding, Mary and Robert continued serving God. In a while, they started a Pentecostal church in New York, Manhattan. They named it "Tabernacle of Good News". This church was mostly attended by the Slavic immigrants who could understand English. There were Russian immigrants among them. They played key roles in spreading of the Pentecostal Movement among the Slavs consequently. Thus Porphyry Ilchuk, Ivan Gerys, Nikola Nikolov, Voronaev's family attended church. "Tabernacle of Good News" became a mission. For many years, it financed ministries of Dionysus Zaplishniy in Bulgaria, Ivan Voronaev in Russia, Ivan Gerys in Poland and Western Ukraine.²² This church became a cradle not only for the Slavic Pentecostal Movement in the whole world. It became a founder of the first union of the Slavic Pentecostal churches in America through Voronaev's ministry as well.

Ivan Ephimovich Voronaev (1886 – 1937)

Since Ivan Ephimovich Voronaev is an organizer of the Slavic Union of the Pentecostals in the United States of America, so his activity will be considered more detailed in this country.

Ivan Voronaev was born to a large family in the village of Nepluevsk in Orenburg province (Southern Ural) on the 16th of April in 1886. He started studying at school

22 G. Ponurko. On washing feet. (Unpublished copy, Dnepropetrovsk 1960), p. 1.

when he was seven. He finished six grades and could not continue studying because of financial difficulties. When he was 13 he started working as a clerk at the village office. He worked there for about seven years. He was fired because of false information told against him. He was sent to the fifth Orenburg Cossack regiment located in Tashkent city. He started attending a Baptist church there. On the 23rd of April 1907, he accepted the Lord as Savior. He decided to devote his life to God since then. He made a covenant with the Lord on the 12th of August in 1907. Some troubles appeared in the forces where he served because he became an active member of the Baptist church. It was the time in tsar's Russia when everyone who didn't confess orthodoxy was discriminated. In January 1908, he was under examination and waited for a sentence of military tribunal. Having been restrained for several months, Ivan Voronaev got ill and began to attend a regiment infirmary. Once, at the end of April, while he attended the infirmary an opportunity to escape appeared. So he escaped. Voronaev came to brethren and asked them for help. They made a new passport for him with a new name: Voronaev Ivan Ephimovich (his real name was Cherkasov Nikita Petrovich). Though the information about him was changed he didn't feel in safety because he was announced as the one wanted by the police. So Ivan decided to go to Siberia together with his wife. Siberia was the place where all sectarians were exiled. He preached there a lot and started several churches. He immigrated to America through Manchuria later on. Ivan Ephimovich arrived to America (San-Francisco, California) on the 25th of August 1912.²³ He was met by Russian emigrants, members of a Baptist church.²⁴

Many Baptist and evangelical churches were started on the territory of America during the first decade of the 20th century. The churches consisted of emigrants from the Eastern Europe. The reasons for emigration were different: some people escaped from persecution of own country or a dominant church. Other people wanted to find a better life. In general, about one million people emigrated from the Slavic countries in that period of time.²⁵ Some of them came to protestant churches in search for countrymen's and God's support. After they got to the community of evangelical believers and saw happy and peaceful faces, they started looking for similar experience. That's what happened with Andrew Pehota, emigrant from Belorussia. He testified in "Traveler" journal for 1926:

"... when God brought me to the meeting at number 3 Henry Street in new York for the first time, everything seemed strange to me first. But after prayer I saw an amazing and full of joy picture. Faces of every member of the meeting were radiant with heavenly light. Love towards each other was burning in their hearts. I saw and I felt that they embraced not only the whole meeting but the whole world lying on the edge of collapse with their love. And my heart immediately started burning with love to those people. I didn't think anymore, I told myself, 'I won't ever leave these people'..."

Consequently, having given their hearts to God, they zealously served Him not

23 V. Koltovich. Minutes of the Jubilee Meeting. (Unpublished copy: Odessa, 1921), p.5.

24 A. Goroshko. Varonaeff I.E.. (Kiev, 1998), p.11.

25 V. Franchuk. Russia asked for rain from the Lord (Mariupol, 1999), p. 21.

only with their lives but with their finances as well. They donated money for Christian literature, education, missions. One of such Slavic churches in San-Francisco accepted Ivan Ephimovich.

In a while Voronaev entered Baptist Seminary in the suburbs of San-Francisco, in the city of Berkley.²⁶ Voronaev studied English, theology, principles of missions and pastoral ministry there. Since Voronaev had abundant experience in missionary and pastoral ministry it was easy for him to study. In his free time he preached in a Russian Baptist church and worked at the printing establishment as a typesetter and corrector. In four years he will need this experience of work at the printing establishment when he publishes his “Truth and Life” journal. Having studied for three years, Ivan was anointed for the missionary ministry in Los-Angeles in 1915. There is some information that Voronaev deceived Russian and American Baptist brethren because he wanted to get promoted, that is why he was transferred to Los-Angeles.²⁷ Nevertheless, the author of this paper considers the information to be questionable. It is doubtful that American brethren would appoint Voronaev pastor if they suspected him and discovered his inappropriate behavior. Voronaev lived in Los-Angeles for one year.²⁸ In 1916 Voronaev was sent to Seattle, Washington, and he stayed there till the 10th of November 1917. There was no Slavic church in Seattle. Nevertheless, there were enough of the Slavic emigrants. Ivan Ephimovich started serving there a lot. Attending restaurants and places where the Slavic emigrants gathered, he testified them about Christ.²⁹ After a while a Baptist community was organized in Seattle. Voronaev started publishing the “Truth and Life” Christian journal in Seattle as well.³⁰ Seattle church held meetings in the building of an American Pentecostal community. Ernest Williams was a pastor of that community. A. V. Karev wrote a report on the occasion of the 25th anniversary of the CEF Union. In that report we can find information that Ernest Williams (he became a General Secretary of God’s Assembly of the Pentecostals) was the one who introduced Pentecostal teaching to Voronaev I. E.³¹ Ivan Ephimovich wanted to get to know about that mysterious movement for a long time. According to Ekaterina Voronaeva, Ivan Ephimovich, while he was in exile in 1908, read in a “Bee” journal about a group of praying young people in America who were baptized with the Holy Spirit with the sign of speaking in tongues. He became interested in it and decided to find out more about it. Nevertheless, it got forgotten after a while.³² And here, having met a pastor of a Pentecostal church, Voronaev listened to the teaching of the movement with great attention. However he didn’t hurry to make conclusions because a lot of things were not clear but strange.³³ Ivan Ephimovich’s

26 F. Fedorenko, p.179.

27 I. Neprash. Latter. Baptist of Ukraine. (Kharkiv, 1928), p.24.

28 B V. Koltovich, p.5.

29 Franchuk V. Russia asked for rain from the Lord (Kiev, 2002), p. 13.

30 A. Goroshko, p.11.

31 A. Karev A. «Twenty-five years association of Christians of the Evangelical Faith with the Union of Evangelical Christians-Baptists». Bratskij Vestnik №5. (Moscow, 1970), p.12.

32 Bagdasarjan A. Under the guidance of the Holy Spirit. (Unpublished copy, Canada 1960), p. 3.

33 F. Smolchuck, From Azusa street to the U.S.S.R., (Arcadia 1992), p.3.

ministry was effective and appreciated highly by American Baptist brethren. Thus, in the book named “Ivan Voronaev” by Anthony Goroshko, there is a letter addressed to the Soviet ambassador in Washington. In the letter, it is clearly shown that Voronaev’s ministry was highly appreciated in that period of time.

“(Voronaev) finished the course of theology and became a pastor of the First Russian Baptist church in Seattle. His devotion, honesty and high intellectual abilities opened new horizons for him. He was appointed pastor in the First Russian Baptist church in New York where he worked as an editor of famous Russian ‘Truth and Life’ journal”.³⁴

In the same period of time, in Russian Bible Institute, a conflict happened between William Fetler, a dean, and some high-ranking people. The question was put categorically: either W. Fetler makes teaching programs (curriculum) in the light of “Christian modernism”^{35*} and rejects “outdated” ideas of theology, or there is no place for him in the walls of the Russian Bible Institute.³⁶ William Fetler refused to compromise though he had very attractive offers from the leadership. He explained the situation to the students of the Russian Bible Institute this way:

“I didn’t make a compromise with Greek Orthodox church when I was back home. How can I make a compromise with heretics among my brethren?”

This decision had an effect on Fetler’s ministry as well. He was a pastor of a Russian Baptist church in New York City. Nevertheless, he moved to Philadelphia and opened a school to train missionaries for Russia and countries of the Eastern Europe.³⁷

Ivan Ephimovich Voronaev was invited to take up a vacant position of a presbyter of the Russian Baptist church in New York at number 3 Green Street. Ivan Voronaev was a minister who showed himself to advantage in pastoral ministry in the city of Seattle.³⁸ Having moved from Seattle to New York, Voronaev’s family settled in the Baptist Bible institute.³⁹ After a while they moved to an apartment. Some Russian emigrants lived on the block where Voronaev’s family rented the apartment. Some of them attended the American Pentecostal “Tabernacle of Good News” church on the Forty Second Street in New York City. Robert and Mary Brown^{40*} were leaders of the church. (In present this church is named “Assembly of Good News” and is located on the Thirty Third

34 A. Goroshko, p.54.

35 * Christian modernism – is a movement that tries to bring something new into Christianity, i.e. it tries “to pursue modernism”. S. Sanikoff *Twenty centuries of Christianity*. (Odessa, 2002), p. 661.

36 D. Fetler *I. Ministry of Russia*. (Odessa, 1997), pp. 50-51.

37 *Ibid.*, pp.52-53

38 V. KoltovichB, p. 5.

39 A. Bagdasarjan, p.3.

40 * Pastor Robert was a senior presbyter in the Assembly of God in America. He also ministered at the church on the 42nd Street. From 1918 to 1925 he played a significant role in the General Council organized concerning the issue of different opinions between the Pentecostals concerning tongues as a physical proof of the baptism with the Holy Spirit. Robert Brown died in 1948. Mary was left to lead the church. She had been doing that over 23 years after her husband’s death. Stanley Berg, her nephew, helped her in ministry. She had been a pastor till the end of her life over 64 years. She died in 1971.

Street).⁴¹ Thus family of Voronaev found themselves in surroundings of Pentecostals, and it influenced Voronaev, his future ministry and reevaluation of views.

Ivan Ephimovich bore responsibility of a Baptist pastor till the 8th of July 1919. During this period of time church on the Green Street was abundantly blessed by God. Fervent prayers of Voronaev, individual conversations, mutual prayers with newly-converted gave results. Community was filled with new parishioners. In his “Truth and Life” journal (publishing of which was not just continued but the circulation was increased as well), Ivan Ephimovich wrote:

“Thank God, church community grows in breadth and in heights. Many parishioners come. In January we’ve had three water baptisms”. /1918/⁴²

“Spiritual work in New York church of evangelical Christian Baptists bears much fruit. The Spirit of God works in converting sinners. Though the soil is stony in New York, everything is possible for God”. /1919/⁴³

In 1919 Ivan Ephimovich opened a daughter church in Brooklyn. Thus he became a pastor of two churches.⁴⁴ Besides services in New York and Brooklyn, Voronaev preached in different cities of America.

The fact Voronaev’s family lived with Pentecostal believers in the neighborhood bore its fruit. The Sirits’ family lived next door to Voronaev and very often talked about spiritual baptism.⁴⁵ Meanwhile, Voronaev’s children made friends with neighbor children and began to attend Pentecostal Sunday school. When father (a Baptist pastor) found out about it he forbade children to go to the church on the Forty Second Street.⁴⁶ There were serious reasons for that. Ministers of the Baptist church expressed utter displeasure concerning friendship between Vera Voronaeva and Ana Sirits, and because of that she (Vera) was influenced by their teaching.⁴⁷ Once Voronaev went on business trip to Philadelphia. Children went to the service at the Brown’s church. They didn’t think father could have difficulties with ministers of the Baptist church after that. During the service Vera was baptized with the Holy Spirit with the sign of speaking in tongues.⁴⁸ Ekaterina Voronaeva saw changes in her daughter’s behavior. Ekaterina expressed willingness to meet Mary Brown. After the meeting and mutual prayer she was baptized with the Holy Spirit as well. After Voronaev came back home mother and daughter shared their impressions. In his heart Voronaev desired the grace of the Holy Spirit to touch him. So he embraced his daughter and asked her and his wife to pray for him.⁴⁹ After that he wanted to meet with Robert Brown. Having met pastor of the “Tabernacle of Good News” church, Voronaev didn’t stop meditating on baptism with the Holy Spirit. He

41 S. Durasoff, p. 67.

42 A. Goroshko, p.16.

43 Ibid.

44 Ibid., 14.

45 V. Franchuk, Vol. 2, p.17.

46 S.Durasoff, p. 67.

47 V. Franchuk, p.17.

48 A. Bagdasarjan, p.3.

49 Ibid.

turned to God with a childish faith with that request. In few days of fervent prayers God met Ivan Ephimovich.⁵⁰ At the next meeting Voronaev shared his experience with the Baptist brethren. He was supported only by those who attended Brown's services. At the instance of American brethren, Voronaev stopped ministering as a Baptist pastor on the 8th of June 1919.⁵¹ Ivan Ephimovich, as well as New York Baptist community, handed in a written application to American brethren concerning withdrawal from the Baptist Union. Voronaev informed about it in his journal. 19 people supported their pastor and left the church on the Green Street together with him. Consequently, it was found out that those 19 had been baptized with the Holy Spirit before but they were afraid of being excommunicated.

Having left the Baptist Union, Voronaev together with his community rented a Presbyterian church on the 6th Street, № 735, in New York, and started holding prayer meetings. In fact, it was the first Russian Pentecostal church in America. It became a cradle of the Union of Evangelical Christians of the Holy Pentecost. Its activities spread in all Slavic countries for the short period of time. The first meeting of the Russian Pentecostal church was held on the 1st of July 1919.⁵² The community actively supported pastor in his ministry. There was a team formed and Ivan Ephimovich published the journal, religious brochures, and held evangelism projects together with the team. In that hard period of time Voronaev was supported by the American "Tabernacle of Good News" church. In fact, over all period of his ministry in America as well as in Russia Voronaev felt prayer and financial support of the "Tabernacle of Good News" church which became a cradle of revival for the Slavs in America and in their motherland later on.

Ministry on the 6th Street was held by Voronaev several times a week: on Sundays, Wednesdays, and Saturdays. Guests-ministers from American Pentecostal churches were invited to the services. The course of services was held in the same way as in Baptist churches, though there were some differences. Usually after sermon and singing a preacher and pastor invited all those who wanted to receive baptism with the Holy Spirit to be prayed for. This prayer was attached great importance to. The whole church prayed. While church was praying pastor laid hands on every person who searched for spiritual experience, praying the Lord for "spiritual baptism". According to the Baptist ministers in America, services on the 6th Street were noisy and full of emotions.⁵³ Very often gifts of prophecy and healing were manifested during services. There were meeting-services at homes besides main services at the prayer house. Thus church in New York was growing. The fact that Voronaev left the Baptist church was written about in Baptist periodicals as well as in journal published by Voronaev himself. The news made great impression upon many Russian communities of the Baptist brotherhood in America and Canada. Those who knew Voronaev personally asked a question, "How can

50 Ibid., p.4.

51 V. Koltovich, p. 6.

52 A. Karev, pp. 12-13.

53 N. Salov-Astahov. The false teaching of Pentecostals. (Unpublished copy, Moscow 1928), p. 14.

such an intelligent man go to fanatics?”. It encouraged some evangelical leaders to study this teaching more detailed. They started attending services on the 6th Street to find out what the movement was all about. There were some ministers who received baptism with the Holy Spirit during the services. After services and conversations with the pastor, their mind was changed as rule. Coming back to their churches, they preached about necessity of the Holy Spirit baptism. That is how reformation in Slavic Baptist churches was gradually happening. Nevertheless, there were people who came to the services with one purpose – to show fanaticism and insolvency of the movement. A story described in the article of N. I. Salov-Astohov may serve as an example. The name of the article was “False teaching of the Pentecostals and activity of the Holy Spirit nowadays”. The story tells about American preacher I. Janson’s visit and experience gained at the church on the 6th Street in September 1919.

“After sermon and singing, Voronaev invited all who had a desire to receive baptism of the Holy Spirit to go to the back of the hall. I. Janson went together with all who wanted to be baptized. He wanted to see the principles of the Pentecostal baptism with the Spirit.

A hue and cry of those who asked for the Spirit was raised. Voronaev and a preacher who came from California laid their hands on a woman. They shouted into her ear, ‘Come! Come! Etc.!’.⁵⁴

Articles, and letters in which some Baptist leaders tried to compromise Ivan Ephimovich Voronaev’s ministry began to appear in that period of time. The more they did it the more they publicized his ministry. This course of the Baptist leaders (Neprasha and Davidyuk) first caused interest of Russian evangelical communities, and then – their joining to the Pentecostal Movement.⁵⁵

During one year, from 1919 to 1920, there were about 15 Russian communities of evangelical Christians of the Holy Pentecost formed. They were located around New York: in Boston, New Jersey, Philadelphia, Scranton.⁵⁶ First Russian Pentecostal churches were independent. Every community did what needed to be done under the leadership of its elders. There was no controlling center. Soon the necessity of coalition formation with the only controlling center, rules and doctrines was ripe. A congress was carried out in Philadelphia city from the 8th to the 15th of February 1920.⁵⁷ A “Pentecostal Russian mission” was formed at the congress. Russian mission in America was headed by Ivan Ephimovich Voronaev. I. A. Gerys was selected his assistant, Boris Klibik – a secretary, and A. Tischkevich – a member of the board.⁵⁸ Mission became the second one in organization of the Union. The selected leadership displayed activity among the Slavic churches of America and Canada.⁵⁹ Voronaev visited and preached in many cities

54 N. Salov-Astahov, p. 14.

55 Ibid, p. 7.

56 V. Koltovich, p. 6.

57 Ibid.

58 Ibid.

59 Ibid.

of America such as Chicago, Philadelphia, Kamdan, Stanford, Boston, Chelsea and other. There were a lot of the Slavic emigrants who lived there. The leadership had in plans opening of a Bible School but this project never came true.

God had been speaking to Voronaev during several months to leave the ministry in America and to go to Russia, his motherland. In connection with this, in the middle of June in 1920, Voronaev called a meeting with responsible leaders of mission and main churches of the coalition.⁶⁰ At the meeting Voronaev handed over the administration of ministry of a responsible for mission, an editor of the "Truth and Life" journal and a pastor of New York church to reliable people. He was preparing for the mission. Voronaev left America on the 15th of July 1920 on the "Madonna" steamer.

The "pentecost" union of Russian-Polish-Ukrainian Christians.

After Voronaev and his friends' departure to Russia, Bulgaria and China the work of God in America didn't stop. There were some problems in the ministry of the New York church and in "Truth and Life" journal publishing. Actually, publication of the journal was stopped after Voronaev's departure. In that period of time, there were 22 Russian Pentecostal churches. The communities consisted mostly of Russian, Ukrainian, and Polish emigrants. Churches of the Russian mission were located in the states of New York, Massachusetts, Connecticut, New-Hampshire, New-Jersey, Pennsylvania, Michigan, Illinois, and in Canada as well. By 1921 the necessity of transformation of Russian mission into the Russian-Polish-Ukrainian Evangelical Christian Union of "Pentecost" was ripe. Samuel Vasilenko, a pastor of a church from Philadelphia, was chosen to be a chairman. He was Ukrainian though he spoke Russian. He was an energetic man, a great evangelist. The Slavic churches he attended always were glad to accept him. During his life he was the head of few churches and the first editor of the Russian Pentecostal "Traveler" journal. He was a chairman till 1926. At the fifth congress held from the 23rd to the 25th of September 1926, Samuel Vasilenko asked to be freed from his position in connection with a family misfortune.⁶¹

Unfortunately, almost nothing more is known about activities of the Union from 1921 to 1923. There is no written or oral information for this period, no periodicals we could take information from.

More or less systematic information is found only from 1924.

1924: formation of the Union

One of the important events in 1924 was holding of a convention of spiritual revival and of the third annual congress of Evangelical Christians of the Holy Pentecost. Congress and convention were held in the city of Philadelphia from the 18th to the 21st of September 1924.

At the third congress, missionary work of the Union for the previous year was resumed. Brothers- missionaries sent news from the field of God in Poland and Bulgaria. Partakers of the congress listened attentively to the testimonies and reports of missionaries about wonderful works of God in Europe, Canada and America. At the end of the congress,

60 A. Goroshko, p.17.

61 Minutes of the Fifth Annual Congress. The Traveller №1 (Philadelphia, 1927), p.6.

donations were collected for the spreading of the Gospel in other countries. The total amount of offerings was 120 US dollars.⁶² In the light of missionaries' activities of the Union, the congress made a decision to publish own journal in Russian. The journal was spread on the territory of Eastern Europe as well as on the territory of America. The journal was named "Traveller", and the first number came out in November 1924. S. I. Vasilenko was an editor of the journal.

The purpose of the journal conformed to the missionary statement of the Union: witness and spreading of the Gospel in the midst of the Slavic people.

"At present time a lot of Russian, Polish and Ukrainian people live in America. They live their lives far away from God. Their lives are poisoned with atheism, alcoholism, card games, etc. And there is no Christian journal for this mass of people, a journal which would be an evangelical one and would direct people from darkness to light, from Satan's net to God".⁶³

"For the greater success of the full Gospel of Jesus Christ God has put in our hearts to publish and send our dear "Traveler" at the congress. It will bring the Good News to all dark corners which haven't been pierced by the divine evangelical light yet. That is why, dear "Traveler", Christ will be your travelling companion. Travel around America, Canada, cross Wide Ocean to get to Russia, Poland, and Bulgaria! Go to those places where your dialect will be understood. Convince people to come to their Savior, Jesus Christ".⁶⁴

"We call upon a special blessing on the "Traveler". And you, "Traveler", take the Bible in one hand and a staff in another one, walk among people and proclaim the truth of God, preach salvation in Christ Jesus. Put on the full armor of God, disperse darkness of this world, and let the sun of truth shine with God".⁶⁵

The leadership of the Union for 1925 was chosen at the Third congress. S. I. Vasilenko remained a chairman of the Union, S. I. Matviev was selected a secretary, F. Viktorchik – a cashier, S. Zhuk – a traveling preacher. A. Gritzmaier, I. A. Gerys, Dionysus Zaplishniy who had just come back from Bulgaria to America were selected elders of the Union.

Besides spiritual convention and the Third congress, the year of 1924 may be described as a year of energetic work of communities of the Union of Evangelical Christians of the Holy Pentecost. Thus we find out from Voronaev's letter written in 1924 to New York that the Union didn't stop at what had been accomplished but grew and strengthened. New churches were started in new regions; churches opened before grew. Houses of prayer were bought, conferences were held. For instance, a prayer house was opened in Philadelphia on the 1st of June 1924. On the 27th of July 1924, water baptism was carried out there. On the 28th of September 1924, six more people were baptized. S. I. Vasilenko was a presbyter of this church.

62 Ibid, p. 11.

63 Latter. The Traveller №1 (Philadelphia, 1924), p.2.

64 Ibid.

65 Ibid.

The same year a prayer house was bought in Stamford. D. Zaplishniy became a presbyter there.

In Claremont, a conference was held under the direction of S. Zhuk, I. A. Gerys, D. M. Zaplishniy and T. Milishkevich, leader of the community. On the 28th of September 1924, water baptism was conducted there under the direction of a traveling preacher S. Zhuk, as well as in Philadelphia church

A conference was carried out with participation of such preachers as S. Zhuk, D. M. Zaplishniy, I. A. Gerys in Chelsea from the 10th to the 17th of August; and water baptism was conducted on the 31st of August.

As it has already been mentioned, the communities in the churches were mixed and consisted of Poles, Ukrainians, Russians and Letts. In connection with this, a service was conducted like that: the meeting was opened with hymns singing and prayer. Everybody sang in own language. Fred Smolchuk recalled in his «From Azusa street to the U.S.S.R.» book:

“Usually the leader of the singing announced this: ‘We are going sing №32 from Russian book of songs. It’s №46 in Ukrainian book of song, and №134 – in Polish ones. For those who would like to sing it in English it’s №236.’ Everybody opened needed page in own book of songs without delay. Then everybody started singing in own language together with other people. Of course, loudness of singing of a dominant language depended on vocal skills of the singers”.

After singing and prayer, one of the brethren shared the Word of God, for example, in Russian, then another brother – in Lithuanian, after him – a brother in Ukrainian. After the sermon, there was an individual singing in Polish and then – in Slovenian. After that a brother shared the Word of God. The service ended with general or individual singing. By 1925, meetings were regularly held in different cities of America:

- In Philadelphia, Pennsylvania, at number 725 North Marshall Street on Sundays at 10 am and at 5 pm, on Wednesday at 7:30 pm.
- In Srenton, Pennsylvania, at number 708 West-Lacavanna Avenue on Sundays at 3 pm, on Wednesday at 7:30 pm.
- In New York (church organized by I. E. Voronaev), at number 735 East 6th Street, on Sundays at 10 am and 5 pm, on Wednesdays at 7 pm, on Saturdays at 7 pm.
- In Gemake, at number 12 Dubroff Street, on Sundays at 12 am, on Tuesdays at 7 pm, on Thursdays at 7 pm, on Saturdays at 7 pm.
- In Stamford, Connecticut, on the Greyrak Place, on Sundays at 10 am and 6 pm, on Tuesdays at 7:30 pm, on Thursdays at 7:30 pm.
- In Chelsea, Massachusetts, at number 206 Broadway, on Sundays at 11:30 am, on Tuesdays at 7:30 pm, on Thursdays at 7:30 pm.
- In Claremont, New-Hampshire, at number 3 Waen Street, on Sundays at 10 am and 7 pm, on Wednesdays at 7 pm, on Saturdays at 7 pm.
- In Remsen, New York, at R.F.D. farm №2, on Sundays at 12.
- In Colchester, Connecticut, on the South Main Street, on Sundays at 1:30 pm,

on Wednesday at 7:30 pm.

- This is not the full list of Russian-Polish-Ukrainian Pentecostal churches of 1924.

By 1924, the Union supported three foreign missions: in Russian, Poland, and Bulgaria. We find information that these missions were growing and forming in reports and testimonies of the missionaries. Thus Ivan Gerys went to the city of Kremenets, in Volhyn, in January 1924. He preached to Baptists about necessity of baptism of the Holy Spirit. He organized a Pentecostal church in Kremenets. He went to the countryside and villages of Volhyn, Ternopol, and Lvov regions and worked there preaching the Word of God. He organized a meeting with brothers from Poland, Ukraine and Belorussia who left America at the beginning of the twenties and came back to their motherland to preach the Gospel. Ivan Gerys together with them held the first congress of the evangelical Christians of the Holy Pentecost in the West of Ukraine. Consequently, this group would be called CFE (Christians of Faith Evangelical).

In the Soviet Russia, where a missionary group headed by I. E. Voronaev went, the work of God was growing as well. In his letter, he informed about wonderful work of the Holy Spirit in the midst of Evangelical Christians, about a regional congress held from the 7th to the 10th of September in 1924, and about district congresses held in communities of CEF.⁶⁶

Peter Videris, brother from Lithuania, informed that God called people to His truth, He saves, and baptizes with the Holy Spirit. However Lutherans and Catholics opposed missionary work of the brother very much.⁶⁷

In 1924 the situation in Bulgaria was very difficult. Political situation in the country changed – persecution began. Dionysus Zaplishniy, the head of the group, was arrested, beaten several times, tortured and deported from the country during seven days. Nevertheless, the work of God didn't stop at that in this country but, on the contrary, it grew even more.

1925. Stabilization and further development of the Union

The year of 1925 was active in spreading of the Gospel as the previous one. Churches multiplied, Sunday school and youth meetings in churches were started. The "Traveler" journal reached Canada, Ukraine, Lithuania, and Poland, and was popular among the Slavs. Thus brother Peter Zhoris from Lithuania wrote editorial staff the following:

"Glory to God for the 'Traveler' journal! When I was reading the 'Traveler' journal my heart rejoiced! Though it's darkness in Russia the Lord makes people wake up and gives them His love. Let the 'Traveler' journal walk around the world and bring people good news of how Christ suffered for us so that all sleeping sinners might be enlightened with His Light of truth".⁶⁸

Before 1925 the Union of the Slavic churches was an independent and autonomic organization. In 1925 S. I. Vasilenko, a chairman of the Union, negotiated with the Chief

66 Ibid, p.12.

67 Ibid.

68 Latter. The Traveller №6 (Philadelphia, 1926), p.7.

Council of God's Meetings of America concerning joining the Assembly of God as a department to work in the field of God together.

From the 8th to the 10th of October, the Forth congress of the Russian, Polish, and Ukrainian Evangelical Christians of the Holy Pentecost who lived in America was carried out. The congress was conducted in New York. The work for the whole year was resumed there. S. I. Vasilenko, a chairman of the Union, reported the negotiations with the Assembly of God in America. S. Zhuk, a traveling preacher, reported his trips to communities and suggested to increase the number of traveling preachers in the Union because it was difficult for one person to embrace all communities. I. Gerys and D. Zaplishniy, the elders of the Union, reported their activity as well. Brother Viktorchik, a cashier of the Union, gave a report for period from September 1924 to October 1925. Over that period of time, 1,889 dollars and 95 cents were received and 1,889 dollars and 90 cents were spent. Foreign mission received 1209 dollars and 52 cents and spent 1121 dollars and 90 cents.⁶⁹ S. I. Vasilenko as an editor of the "Traveler" journal reported its publishing. (At that period of time \$1 US = 2 rubles.)

It was decided at the congress to publish the journal periodically according to financial situation. The congress delegates expressed their will concerning publishing articles in the journal not only in Russian but in Polish and Ukrainian as well. It was decided to change the title page – take away a picture and to leave the name "Traveler". It was decided to publish spiritual-moral brochures in Russian, Polish, and Ukrainian languages, to print lessons for Sunday schools in separate books once per three months.⁷⁰ S. I. Vasilenko was selected a chairman for 1926, D. M. Zaplishniy a secretary, F. P. Viktorchik remained a cashier, brother Zhuk was selected an evangelist again, S. I. Matveev, D. Matisiuk, S. Zhuk, A. Pehota, and I. Gerys were selected elders.⁷¹

1926 – 1932: growth of churches, missions, conflicts, divisions

These years became crucial for the Union. The things members tried to hide over many years broke out with new power. There were national disagreements, and it caused a split of the churches and of the Union then. In international churches, Russian pastors were the leaders in most cases. As the communities grew, the following could be heard more and more often in 1926, "Why wouldn't we sing only in Ukrainian or Polish?". First it was just silent discontent but soon it grew into tangible murmur. Church members who were aggressive in national issues asked more and more often, "Why don't we have literature in Ukrainian, Polish language? We cannot give our friends unbelievers literature in Russian. They will not accept it or will decide that they are made fun of". International conflict grew. It led to a split of communities according to national identity by the end of 1926. Thus two communities appeared in New York. The community, started by Voronaev, was headed by D. Matisiuk then. He was born in Volhyn and spoke Russian. They gathered on the 6th Street. He second community was headed by Bartholomew Gutsaliuk, he was born in Galitsiya. It was the first Ukrainian community, they gathered on the 11th Street. Consequently, Polish believers did the same thing. In

69 Ibid, p.5.

70 Ibid.

71 Ibid.

the thirties, Russian, Polish, and Ukrainian churches formed their own national unions. There was no Union of Evangelical Christians of the Holy Pentecost anymore. During its existence, the Union of Evangelical Christians of the Holy Pentecost did a lot of thing for the work of God. The Union formed missions and other unions in Bulgaria, Romania, Poland, Russia, and Czechoslovakia. Consequently, own missions which brought the Gospel to other countries were started in those countries. Thus, for example, due to Russia the Pentecostal churches were spread in republics joined to it: Kazakhstan, Azerbaijan, Turkmenistan, Moldavia and other ones.

The articles with description of work of these missions will be in next issues of the journal. Resuming the work of the Union, we can say with certainty that it became a cradle for the Slavic revival in the Eastern Europe. Over little more than ten years of its existence the Union of Evangelical Christians of the Holy Pentecost laid foundation for the further development of churches and unions. It's impossible to overestimate its work because 70 years later the unions and missions formed at the beginning of the twenties are still developing and spreading. Though the historic way of the 70 years was not covered with rose petals but with thorns, still neither atheism nor fascism, nor communism could destroy something that appeared due to efforts of people who devoted their lives to God.

References:

1. Bagdasarjan A. Under the guidance of the Holy Spirit. (Unpublished copy, Canada 1960), p. 3.
2. Chesterton G. Orthodoxy. (Moscow, 1991), p.364.
3. Dmitrienko N. Social views of modern Pentecostalism. (Kiev, 1980), p.7.
4. Dulgeroff D. Pentecostals in Bulgaria. (Sofia, 1959), p. 4.
5. Durasoff S. Pentecost behind the Iron Curtain. (Logos International, 1972), p.128.
6. Efimoff I. Contemporary charismatic movements. (Moscow, 1995), p.31.
7. Fedorenko F. Sects, their faith and deeds. (Moscow, 1965), p.176.
8. Fetler I. Ministry of Russia. (Odessa, 1997), pp. 50-51.
9. Franchuk V. Russia asked for rain from the Lord (Mariupol, 1999), p. 21.
10. Goroshko A. Varonaeff I.E. (Kiev, 1998), p.11.
11. Grazhdan V. The antisocial character of the dogma, morals and activities of modern Pentecostalism. (Moscow, 1965), p.12.
12. Grazhdan V. Who are the Pentecostals? (Alma-Ata: Alma-Ata, 1965). p.9.
13. Harris I. Report from Poland. The Traveller №4 (Philadelphia, 1925), p.8.
14. Karev A. «Twenty-five years association of Christians of the Evangelical Faith with the Union of Evangelical Christians-Baptists». Bratskij Vestnik №5. (Moscow, 1970), p.12.
15. Koltovich V. Minutes of the Jubilee Meeting. (Unpublished copy: Odessa, 1921), p.21.
16. Latter. The Traveller №1 (Philadelphia, 1924), p.2.

17. Latter. The Traveller №6 (Philadelphia, 1926), p.7.
18. Liardon R. God's generals. (Moscow, 1998), p. 113.
19. Lubashenko V. History of Protestantism in Ukraine (Kiev, 1995), p.25.
20. Luchinecs I.I. Latter. The Traveller №2 (Philadelphia, 1930), p.7.
21. Marzanova S. Pentecost in Bulgaria. (Moscow: MGU, 1970), p.48.
22. Melnik V. Evolution of modern Pentecostals. (Lviv, 1985), p 21.
23. Minutes of the Fifth Annual Congress. The Traveller №4 (Philadelphia, 1927), p.6.
24. Moskalenko A. The Pentecost. (Moscow, 1966), pp. 30-31.
25. Neprash I. Latter. Baptist of Ukraine. (Kharkiv, 1928), p.24.
26. Ponurka G. On washing feet. (Unpublished copy, Dnepropetrovsk 1960), p. 1.
27. Rouz S. Orthodoxy and the religion of the future. (California, 1979), p.123.
28. Salov-Astahov N. The false teaching of Pentecostals. (Unpublished copy, Moscow 1928), p. 14.
29. Sanikoff S. Twenty centuries of Christianity. (Odessa, 2002), p. 416.
30. Sherill D. They speak different languages. (St. Petersburg, 1999), p. 38.
31. Smolchuck F. From Azusa street to the U.S.S.R, (Arcadia 1992), p.3.

ПЕРСПЕКТИВЫ УКРАИНСКОГО ПРАВОСЛАВИЯ В БОГОСЛОВСКИХ ПРОЕКТАХ

Евгений Заремба,

соискатель кафедры культурологии,

Национальный педагогический университет имени М. П. Драгоманова

Zaremba Ye. Prospects of Orthodoxy in Ukraine in theological projects.

Annotation. *The experience of overcoming church divisions in Bulgaria, the coexistence of two Orthodox jurisdictions in Estonia, and the dual subordination of the northern dioceses in Greece are actively being considered. More and more theologians believe that it is necessary to relativize church structures, absolutizing the significance of a particular community or episcopacy. In the framework of this theology, the Church is a network of religious communities united by the very communication between communities (dioceses), rather than church structures. Such theological theories develop the ecclesiology of Nicholas Afanasiev and Metropolitan John Zizioulas, but already within the framework of postmodern theological discourse.*

Keywords: *church community, patriarchy, metropolia, autocephalous church, canons, ecclesiology.*

Богословские понятия и теории все больше используются в дискуссиях между украинскими православными юрисдикциями, особенно в спорах о будущем православия в Украине. Богословская аргументация дополняет политическую и идеологическую, а иногда становится основной. За время, прошедшее с появления нескольких православных юрисдикций, характер богословской аргументации динамично менялся. Все более важными для дискуссий становятся достижения современной зарубежной православной богословской мысли, особенно – греческой и американской. Именно поэтому есть необходимость в религиозноведческом анализе развития дискуссий вокруг богословских основ межправославных противоречий в Украине.

Дискуссионные элементы богословского осмысления межправославных противоречий в Украине и проекты будущего украинского православия становились предметом рассмотрения А.Сагана, С.Здиорука, В.Токмана [1, 2; 3, 4]. Указанные авторы рассматривали проблематику с позиций апологии пути развития УПЦ КП, а их выводы в значительной степени являются заангажированными по причине проавтокефалистской позиции. Также в значительной степени проекты будущего украинского православия подменены поисками «технологий сочетания».

Современная ситуация в Украине способствует обострению межюрисдикционный противоречий в православной среде, кризису богословского дискурса о перспективах украинского православия. Поэтому существует острая потребность в объективном религиозноведческом анализе инвариантов богословского видения будущего украинского православия, что и является целью данной статьи.

Проведение резкой границы между украинским и русским типом православия

коренится в идеях труда Костомарова «Две русские народности». Украинский религиовед Ю. Черноморец так объясняет общую культурологическую дихотомию такого богословского мышления: «Классическое различие для украинского и российского православия основывается на схеме двух народных ментальностей Николая Костомарова. Украинцы – индивидуалисты, россияне – коллективисты, а потому украинец любит в религии персональную мистику, а россиянин – коллективный обряд. Для украинца в христианстве главное – моральная сущность, для россиянина – внешняя форма (поэтому в Украине реформа богослужения при Петре Могиле прошла незаметно, а в России при Никоне привела к трагедии раскола). Для украинца православие должно легитимизировать его народный способ жизни, для россиянина – государственную машину и безвольную покорность государю, помещику, «общине». Украинское православие характеризуется открытостью к культурным достижениям собственного и других народов, поскольку способность к инкультурации вообще существенное свойство христианства как мировой религии. Российское православие отступает от христианской культурной открытости и в стремлении сберечь внешние формы собственной религиозности переходит к утверждению религиозной культуры закрытого типа» [5]. Дополнительные аргументы в пользу существования различий религиозной культуры Украины и России находили И. Огиенко [6], П. Яроцкий [7], А. Саган [8], Е. Донченко и Ю. Романенко [9].

Современные украинские богословы митрополит Владимир (Сабодан), митрополит Александр (Драбинко) и протоиерей Петр Зуев противопоставили киевский тип христианства как пацифистский и культургерский московскому православию как воинственному и имперскому. Конечно, это было в значительной переинтерпретацией оригинальной средневековой идеи Киева как «Второго Иерусалима» [10]. Причинами для такой герменевтической стратегии были потребности поиска богословских оснований для легитимизации отдельного пути развития УПЦ. Идея «киевского христианства» должна была стать основой для «мягкой силы» в рамках идеологии канонической автокефалии УПЦ и даже для обоснования регионального лидерства Киева [11]. Российская агрессия против Украины в 2014 году привела к радикализации противопоставления идей Киева как Второго Иерусалима и Москвы как Третьего Рима. В частности, Киев стал символом цивилизации и культуры, что противостоит Москве как средоточию Великой Степи, которая несет в себе стихию варварства и разрушения [12].

По мнению митрополита Владимира, особое киевское православие было синтезом лучших черт христианских Запада и Востока, а сегодня открыто для гуманистических и прогрессивных тенденций. Именно поэтому, в Украине возможен поиск различных богословско-канонических вариантов решения проблемы разделения украинского православия [13].

Оптимальным по мнению многих теологов было бы проведение объединительного собора УПЦ, УПЦ КП и УАПЦ, на котором бы УПЦ отделилась от Москвы, а вновь избранное руководство единой поместной церкви обратилось

бы за томосом об автокефалии к Константинопольскому патриархату. Богословы обращают внимание на положительный опыт Болгарии, которой, со второй попытки удалось соединить две церковные иерархии. При этом ведущая роль принадлежала государству, а именно решению, что на территории страны может быть только одна религиозная организация, представляющая болгарское православие. Отметим, что такое решение критиковалось европейскими институтами как ограничение права на религиозную свободу. Однако, это государственное решение признавать только одну православную юрисдикцию соответствует принципу уважения государства к каноническому устройству церкви. Каноны предусматривают существование в одном государстве только одной православной церкви, одной иерархии.

Альтернативой относительно «болгарского варианта» всегда был «эстонский сценарий», то есть существование в Украине двух параллельных канонических юрисдикций, одна из которых была бы наследницей УПЦ МП, а вторая – признанной Константинополем наследницей УПЦ КП (или УПЦ КП и УАПЦ совместно). В 2008 году Вселенский патриарх и предлагал признать УПЦ КП в качестве автономной Церкви в составе Константинопольского патриархата, с перспективой получения автокефалии, а также присоединения УАПЦ и части УПЦ МП. Патриарх Филарет соглашался только на томос про автокефалию, переговоры о предоставлении которого продолжаются до сих пор. В идеале между двумя каноническими украинскими юрисдикциями даже было бы возможным сопричастие и образование совместной епископской конференции по примеру США. Но опыт Эстонии свидетельствует, что скорее следует ожидать длительного разрыва общения РПЦ и Константинопольского патриархата.

Компромиссным, по мнению ближайшего соратника митрополита Владимира, владыки Александра (Драбинко), был бы «элладский вариант». Как известно, северные епархии Греции исторически принадлежат к юрисдикции Константинопольского патриархата, но были переданы в управление Элладской Православной Церкви. Аналогично, УПЦ КП и УАПЦ предлагалось создать Киевскую митрополию Константинопольского патриархата, управление которой было бы поручено лично предстоятелю УПЦ митрополиту Владимиру Сабодану. Ясно, что такое положение могло быть только временным, и преимущественно реальным относительно УАПЦ, но не УПЦ КП, которая принципиально борется за поместный и автокефальный статус. Поэтому сегодня наиболее реалистичным является «эстонский вариант» [13].

Украинские теологи активно участвуют в современных дискуссиях, связанных с православными попытками вернуться к церковной идентичности первого тысячелетия, а то и первого века существования христианства. Важно, что переформатирование церковной идентичности нельзя считать при этом самоцелью, но средством изменения отношения церкви и общества. Архиепископ Игорь (Исиченко) из УАПЦ, протоиерей Александр Кубелиус (экс-ректор Киевской духовной академии из УПЦ МП), протоиерей Владимир Смих из УПЦ КП с середины 1990-х годов начали активно проповедовать идеи

экклезиологии протоиерея Николая Афанасьева о том, что Церковь существует на уровне конкретной евхаристической общины, возглавляемой священником или епископом. Заметим, что экклезиология протоиерея Николая Афанасьева близка к протестантским концепциям, согласно с которыми возможны только два онтологические состояния Церкви: невидимая универсальная Церковь и конкретные общины, которые называются «поместными церквами» и являются полностью самостоятельными. Епархии и другие объединения общин считались лишь формальными структурами, конкретная конфигурация которых является условной, преопределенной исторически.

Де-факто, в противостоянии с Московским патриархатом, украинские богословы приходили к парадоксальному выводу, который может быть сформулированным следующим образом: «патриархатов не существует». Соответственно, каждый епископ, митрополит или патриарх имеет скорее неформальное лидерство. При таком видении ситуации теряется центральная роль концепции апостольской преемственности. Поскольку невозможно отрицать тот факт, что по учению Православной Церкви епископы являются наследниками апостолов и уполномочены рукополагать новых епископов, священников, диаконов. Именно по благословению епископов совершают свое служение священники и дьяконы. Осознание этого привело архиепископа Игоря (Исиченко), протоиерея А. Кубелиуса, протоиерея В. Смиха к активной рецепции экклезиологии митрополита Иоанна Зизиуласа. Также к этим процессам в развитии богословских идей присоединились К. Говорун, Ю. Черноморец, Д. Кузьменко. В этом варианте экклезиологии считается, что онтологически существуют епархии (епископии), но митрополии и патриархии не относятся к сущности церкви. Соответственно, Православная Церковь может быть всемирной сетью общин во главе с епископами. Считается оптимальным, если под руководством одного епископа находится в 50 общин, обеспечивает возможность непосредственного межличностного общения. Утверждение об относительности современного разделения на поместные православные церкви должно сделать бессодержательными соревнования за «канонические территории».

Негативное восприятие появления новых поместных церквей в такой теологии оценивается как противоречащее христианской морали, показывает неумение «империалистической церкви» поставить себя на место подавляемой «национальной церкви». В частности, в рамках этой логики важно следующее: «Философия территории, которую приняла Церковь, напрямую определяла организацию церковных структур. Сначала это была римская универсалистская философия, а потом европейская философия политической суверенности. Основой церковной поместности стали принципы, заложенные в Вестфальский мир. Это означало, что каждая Поместная Церковь зиждется на суверенной территории и охраняет эту суверенность всеми доступными каноническими и другими методами. Каноны стали средством защиты территориального суверенитета Церквей. Заход одной Поместной Церкви на территорию другой стал расцениваться как интервенция, которая карается самыми жесткими мерами – разрывом отношений.

До сих пор Поместные Православные Церкви живут по вестфальским принципам» [14]. Сегодняшняя борьба РПЦ за свою каноническую территорию оценивается как определенная влиянием Запада – идеи Империи и идеи национального государства, а также теории, что светская власть может определять религиозную жизнь (по принципу «чья власть – того церковь»). Исторически относительным является объединение епископий в митрополии, а затем – в патриархаты. Первоначально Церковь была сетью территориальных общин, ее существование было похоже на современное существование православия в диаспоре. Внесение объединительного принципа митрополий (по разделениям на провинции Римской) и патриархатов (по разделением на диацезы империи) внесло иерархический принцип в церковное бытие. Этот принцип искажил историческое существование Церкви, а также привел к великому расколу 1054 [14]. Логика К. Говоруна приводит к тем же выводам, как и современная греко-католическая мысль, – о возможности «объединения снизу», через сопричастность мирян, что имеет определенные богословские основания.

Выводы. Богословские и канонические основания существуют для объединения по образцу Болгарии, при существенном содействии государства. Также вполне возможным является существование двух православных юрисдикций, подобно ситуации в Эстонии. Наименее реалистичным является предложение присоединить УПЦ КП и УАПЦ по образцу северных епархий Греции, которые формально принадлежат Константинопольскому патриархату, но реально – Элладской Церкви, которой они переданы в управление. Процессы объединения могут начаться снизу, с коммуникации верующих и общин, поскольку только в конкретных приходах и епархиях проявляется общая церковь, тогда как патриархаты и митрополии являются лишь формальными структурами. Отсюда делается вывод, что борьба за «канонические территории» противоречит самой сущности христианской церкви как коммуникации всех ортодоксально верующих.

References:

1. Zdioruk S., Tokman V. Ukraine on the way of constitution of the Stomach Orthodox Church // S. Zdioruk, V. Tokman // *Relihiyna panorama*. – 2009. – № 11. – S. 46–62. [in Ukrainian].
2. Sahan O., Zdioruk S. Pomichna Orthodox Church: problems and forecasts of construction. Part I [Internet access] / Sahan O., Zdioruk S. // *Relihiya v Ukrayini*. – Rezhym dostupu: <http://www.religion.in.ua/main/analitica/26674-ukrayinska-pomisna-pravoslavna-cerkva-problemi-i-prognozi-konstitutuyuvannya.html>.
3. Sahan O., Zdioruk S. Pomisna Orthodox Church: problems and forecasts of construction. Part II [Internet access] / Sahan O., Zdioruk S. // *Relihiya v Ukrayini*. – Rezhym dostupu: <http://www.religion.in.ua/main/analitica/26675-ukrayinska-pomisna-pravoslavna-cerkva-problemi-i-prognozi-konstitutuyuvannya-chastina-ii.html>.
4. Zdioruk S., Tokman V. Forcing Moscow to drop [Internet access] / S. Zdioruk, V. Tokman // *Dzerkalo tyzhnya*. – Rezhym dostupu: <https://dt.ua/internal/vichavlyuyu->

chi-moskvu-po-kraplini-_.html.

5. Chornomorets' Y. Ukrainian and Russian Orthodoxy: the need for «resetting» [Internet access] / Y. Chornomorets' // RISU. – Rezhym dostupu: https://risu.org.ua/article_print.php?id=45421&name=open_theme&_lang=ru&.

6. Ohiyenko I. I. Ukrayins'ka tserkva: Narysy z istoriyi Ukrayins'koyi Pravoslavnoyi Tserkvy / I. I. Ohiyenko. – K. : Vyd-vo «Ukrayina», 1993. – 284 s. [in Ukrainian].

7. Yarots'kyi P. L. Religious studies: modern religious processes in the world and Ukraine / Yarots'kyi P.L. – K. : Kondor, 2013 – 442 s. [in Ukrainian].

8. Sahan O. National manifestations of Orthodoxy: Ukrainian aspect / Oleksandr Sahan. – Kiev: Svit znan', 2001. – 256 s. [in Ukrainian].

9. Donchenko O., Romanenko Y. Social life and policy (Deep psychological regulators of everyday life): Monograph / Donchenko O., Romanenko Y. – Kiev: «Lybid'», 2001. – 334 s. [in Ukrainian].

10. Rychka V. M. «Kiev is the second Jerusalem» (from the history of the ideology of medieval Russia) — Kiev: Instytut istoriyi Ukrayiny NAN Ukrayiny, 2005. — P.243 [in Ukrainian].

11. Zuev P. Kiev crossroads // P. Zuev, K. Shchetkyna // Zerkalo nedely. – [Internet access]: https://zn.ua/SOCIETY/kiievskoe_rasputie.html.

12. Chornomorets' Y. P. Kiev idea in the modern religious-cultural discourse // Y. P. Chornomorets'. // Relihiya v Ukrayini. – [Internet access]: <http://www.religion.in.ua/main/bogoslovya/28079-kiyivska-ideya-v-suchasnomu-religijno-kulturnomu-diskursi.html>. [in Ukrainian].

13. Chornomorets' Y.P. Prospects for the creation of Pomoshnaya Orthodox Church in Ukraine /Yuriy Chornomorets'. // Naukovyy chasopys Natsional'noho pedahohichnoho universytetu imeni M.P. Drahomanova [zb. naukovykh prats'] – Seriya 7. Relihiyevnavstvo. Kul'turolohiya. Filosofiya. / red. rada: V.P. Andrushchenko. – K.: Vydavnytstvo NPU imeni M.P. Drahomanova, 2014. – Vyp. 34 (47). – P. 96–110. [in Ukrainian].

14. Hovorun K. Text of the book «Scaffolds of the Church» [Internet access] /Kyryll Hovorun // Linked. – Rezhym dostupu: <https://www.linkedin.com/pulse/>

ЭСТЕТИЧЕСКАЯ АКСИОЛОГИЯ НИКОЛАЯ ГАРТМАНА

Елена Невмержицкая,

асистент кафедры культурологи,

Национального университета биоресурсов и природопользования Украины

Nevmerzhitska O. Aesthetic acciology of Nicola Gartman.

Annotation. The aesthetic axiology of Nikolai Hartmann is developed by him as a phenomenology of aesthetic sense, aesthetic subject, aesthetic pleasure, aesthetic evaluation. The analysis allows to reveal that aesthetic values only create the possibility of existence of an aesthetic, but do not predetermine its real existence. Aesthetic values, especially – beautiful, help the subject achieve fullness of life. Aesthetic contemplation reveals a «second plan» in the phenomenon. Aesthetic value sense frees the creative powers of the subject. Thanks to aesthetic values, the creator or contemplative of the beautiful surpasses himself, reaches fullness of life.

Keywords: *aesthetics, axiology, beautiful, sublime, phenomenology.*

Эстетическая аксиология Николая Гартмана развита им как феноменология эстетического чувства, эстетического предмета, эстетического наслаждения, эстетической оценки. Проведенный анализ позволяет выявить, что эстетические ценности лишь создают возможность существования эстетического, но не предопределяют его реальное существование. Эстетические ценности, особенно – прекрасное, способствуют достижению субъектом полноты жизни. Эстетическое созерцание выявляет «второй план» в явлении. Эстетическое ценностное чувство освобождает творческие силы субъекта. Благодаря эстетическим ценностям, творец или созерцатель прекрасного превосходит самого себя, достигает полноты жизни.

Эстетическая аксиология остается малоисследованной областью научного анализа. Некоторый прогресс в изучении основных эстетических ценностей связан с именем Леонида Столовича [1]. Однако, по важнейшим вопросам эстетической аксиологии все еще не достигнуто общепризнанного консенсуса. Во-первых, не установлено являются ли основными эстетическими ценностями прекрасное и возвышенное, или же на такой статус может претендовать только прекрасное. Во-вторых, значительные разногласия существуют относительно того, субъективный или объективный характер имеет прекрасное и другие эстетические ценности. В-третьих, спорным остается сам характер эстетического: действительно ли оно должно быть свободным от всякой заинтересованности, быть плодом свободной игры творческих сил или воображения? Или же, напротив, прекрасное должно быть существенно связанным с добром и иметь нравственное измерение?

Чем более происходит исследование обозначенной проблематики, тем большие усилия прилагаются для все новых прочтений «Эстетики» Николая Гартмана [2: 3]. Связанно это с признанием особой роли этого немецкого философа в развитии всех сфер аксиологии. Для нас очевидно, что творческое прочтение эстетической аксиологии Николая Гартмана в контексте современной феноменологии и герменевтики может дать новый импульс для понимания прекрасного и других

эстетических ценностей, а это и является целью нашей статьи.

Николай Гартман наиболее интенсивно исследовал природу и проявления ценностей, особенно в этической сфере [4]. Анализ ценностей производился с помощью феноменологического метода, развивая идеи Макса Шелера. Эстетическим ценностям философ уделял меньше внимания, но его «Эстетика» [5] все же стала влиятельным трудом. В центре анализа Николая Гартмана – статус эстетического, а также категория прекрасного. Важное значение имело то, что философ отверг теорию Канта о том, что возвышенное имеет такое же значение, как и прекрасное.

Согласно с Гартманом, эстетическое созерцание всегда суть интенциональное схватывание прекрасного предмета в чувственном и сверхчувственном созерцании. Например, при созерцании прекрасного ландшафта чувственное созерцание дает знание собственно ландшафта, а сверхчувственное – дает знание его красоты. Интуитивное схватывание прекрасного возникает как благодаря красоте ландшафта, так и благодаря способности субъекта схватывать прекрасное. Чувственносозерцаемый ландшафт и его сверхчувственносозерцаемая красота – это два «слоя» реальности [5, с. 26]. Двойственность созерцания является характерной чертой эстетического познания [5, с. 27], также, как и двойственность эстетического предмета. «Эстетическое созерцание – это только наполовину чувственное созерцание. Оно возвышается над чувственным созерцанием в качестве созерцания второго порядка, такого созерцания, которое совершается через чувственное впечатление, но не растворяется в нём и существует в явной самостоятельности по отношению к нему. Это другое созерцание не является чем-то вроде созерцания сущности или платоновского понимания всего общего или интуиции в смысле высшей степени познания. Оно, скорее всего, остается обращенным к единичному предмету в его неповторимости и индивидуальности, но оно видит в нём том, что не схватывается непосредственно чувствами: в ландшафте – момент настроения, в человеке – момент душевного состояния, страдания или страсти, в какой-нибудь разыгрываемой сцене – момент конфликта» [5, с. 26]. Проблема согласно с Николаем Гартманом состоит в том, что сверхчувственно созерцается то, что собственно в природе, другом человеке, ситуации, произведении искусства остается невидимым [5, с. 44]. Эстетическое созерцание возникает внутри чувственного созерцания с помощью способности воображения. «Двойное созерцание наступает последовательно; первое посредством чувств направлена на реально существующее; второе – на нечто другое, что существует только для нас созерцающих. Но и это нечто другое проецируется не произвольно, а находится в явной зависимости от чувственно созерцаемого» [5, с. 46]. Согласно с Гартманом, «способность воображения господствуют здесь не свободно, а посредством восприятия; поэтому в предмете внутренне видимое также не является чистым продуктом фантазии, она есть нечто, вызванное к жизни, именно чувственной структурой увиденного» [Там же]. Эстетическое созерцание как выявление второго слоя реальности, возникает потому что имеется интенция субъекта на прекрасное, которое является основной эстетической ценностью. При этом прекрасным является сам созерцаемый предмет, хотя эта красота «ирреальна». Николай Гартман утверждает: «Совокупное

целое, таким образом, складывается из двух слоев: реального, который создает основу, и ирреального, лишь кажущегося, который возвышается сверху. И однако обе составляющие настолько переплетены друг с другом, что в полной мере образуют лишь один-единственный предмет» [6, с. 116–117]. Эстетическая выразительность оказывается феноменологической переинтерпретацией традиционного понимания символа. «Повсюду в реальном проявляется ирреальное, четко от него отличимое и всё же неразрывно связанное со своей данностью. Всегда созерцание духовного порядка превышает чувственное видение или слышание, всегда художественное произведение является двойственным образованием с двояким способом бытия, но составляющим, тем не менее, прочное единство. Никогда оно не существует в себе, отдельно от созерцающего, ибо проявляющаяся существует только для него» [6, с. 117–118]. Таким образом, ирреальный эстетический слой в предмете не существует без самого предмета и без субъекта, который бы созерцал, и для которого этот слой бы проявлялся. Эстетическое удовольствие от созерцания прекрасного связано только со схватыванием ирреального слоя в предмете, а следовательно – со сверхчувственным его созерцанием. «Чувственным акт эстетического восприятия является лишь по своему внешнему виду, а не по удовольствию. Удовольствие возникает только при вторичном обозрении, более высоком, сверхчувственном; поэтому эстетическая ценность предмета зависит не от чувственно данного, как в приятном, а от отношения явлений, от всей их связи или от эквивалентного этим явлениям отношения формы» [5, с. 444–445]. В этих утверждениях Николай Гартман близок к современной французской феноменологии, особенно – к анализу «видимости невидимого» Ж.-Л. Мариона [7]. Сверхчувственное созерцание, данное через созерцание чувственное, есть в конце-концов схватывание прекрасного ценностным чувством.

Согласно с Гартманом, ценность прекрасного уникальна и не к чему не сводима, автономна от познавательных, нравственных и религиозных ценностей. Немецкий философ красней негативно относится к метафизической традиции отождествления красоты и блага (добра), красоты и истины, красоты и божественного. Между всеми духовными ценностями существует параллелизм, но нет прямых связей, поскольку каждая группа ценностей автономна и подчиняется своей особенной основной ценности: нравственные ценности охватываемы понятием добра, эстетические – понятием прекрасное, познавательные – ценностью истины, а религиозные – святостью жизни [5, с. 438–439]. Сомнения в объективности могут быть лишь относительно религиозных ценностей [5, с. 439], существование остальных очевидно, и «переоценки» этих ценностей не может быть, а может существовать только индивидуальная слепота по отношению к ним [5, с. 456]. Ценности добра и прекрасного различны в своем способе данности: добро задано, выдвигает к субъекту требования по реализации себя. «В отношении к человеку эстетическая ценность имеет совершенно противоположное значение: она одаряет его» [5, с. 457]. Прекрасное освобождает в человеке все самое лучшее, и в этом польза от того, что само по себе бесполезно, «излишне» [5, с. 462, 482]. Также идеи, которые открывают человечеству новые знания в прозрении гением, сначала даны в эстетическом образе и лишь потом – в понятийном оформлении

[5, с. 483]. Ценности в целом предназначены для того чтобы явить полноту жизни человека, позволить ему перейти от бытия к благо-бытию и прекрасно-бытию [5, с. 435; 4, с. 93], благоприятствуя жизни как такой [5, с. 454–455]. Ценности придают жизни смысл, оправдывая существование индивида, через которого только они и могут быть явлены [4, с. 466]. Если законы природы обязательно воплощены, то ценности, в том числе эстетические – воплощены только через свободу человека. Потому один человек созерцая лес, может быть занят оценкой его рыночной стоимости, а другой – с восторгом созерцать открывающуюся красоту [5, с. 44–45].

Современная феноменологическая эстетика радикально противопоставляет прекрасное и возвышенное, а также утверждает центральное значение целого ряда других ценностей. Николай Гартман, напротив, видит в возвышенном лишь разновидность прекрасного, и остальные эстетические ценности подчиняет прекрасному. Такими же разновидностями прекрасного, как и возвышенное, современный немецкий философ считает изящное, пленительное, привлекательное, – они непосредственно даны в чувстве прекрасного как ценности [5, с. 431]. Другие разновидности прекрасного относятся к конкретным формам искусства [5, с. 431–434]. Прекрасное настолько всеохватывающе, что «его объем в качестве эстетически всеобщей основы ценности можно считать выходящим далеко за пределы совокупности всех видов художественных ценностей» [5, с. 434]. Если изображаемый художником предмет не прекрасен, то должно быть прекрасным его «художественное выполнение» [5, с. 11]. Прекрасное озаряет при своем явлении всю действительность, сообщая жизни субъекта полноту, связанную с эстетическим удовольствием и радостью. Поскольку ценности – это «условия возможности» соответствующих реальностей, а не принудительные законы их возникновения, то ценность прекрасного делает возможным как прекрасное, так и эстетическое удовлетворение от него. Но реализация прекрасного в жизни зависит от творческого воображения созерцателя и от деятельности творца.

Слепота по отношению к прекрасному не ведет к переоценке ценностей, а только к изменению ценностного взгляда [4, с. 206]. Прекрасное нуждается в проявлении вообще, но не имеет нужды в каждом конкретном проявлении. И пока существует хоть какой-то созерцающий прекрасное субъект, существует и прекрасное как ценность и как реальность в объекте, даже если статус этой последней реальности – быть кажимостью [5, с. 444, 462, 48]. «В самом способе существования прекрасного все перемещается: оно там налицо, и вместе с тем его там нет. Его существование колеблющееся [5, с. 48].

Прекрасное существует в самом явлении, но все его существование – только в явлении для субъекта. И потому субъективно оно достоверно, но без эстетического взгляда субъекта его нет. То, что эстетические ценности проявлены через субъект, роднит их с этическими ценностями. Но последние по своему смыслу должны быть проявлены, а эстетические – только лишь могут быть проявлены. Добровольность эстетического взгляда и слышания, непринужденность художественного творчества являют излишек жизни внутри субъекта, приоткрывают его превосходство над собой и обстоятельствами, совершенное без всякого насилия над собой и обстоятельствами. Николай Гартман особенно подчеркивает, что

восприятие возвышенного не предполагает чувства униженности субъекта как своего условия. Соответствующие уточнения в теорию Канта, сделанные в результате феноменологического анализа возвышенного, показывают, что субъект всегда возвышается в связи с эстетическими ценностями и никогда не унижается. Даже в противостоянии трагического героя судьбе последняя не имеет характера возвышенного, а возвышенным является только человеческое, противостоящее ей, или же следующее ей [5, с. 515]. Возвышенное суть в особенности прекрасное, как раз потому что способствует преодолению в субъекте «мелкочеловеческого» [5, с. 504], наиболее удаляет эстетическое созерцание от чувственного созерцания, через которое первое и происходит [5, с. 507]. Лишая возвышенное его романтического ореола связи с бесконечным [5, с. 506], Николай Гартман, тем не менее признает его особую роль в трансцендировании субъекта, особенно в связи с архитектурой и музыкой [5, с. 507].

Выводы. В результате целенаправленной герменевтики текстов Николая Гартмана, касающихся тематики эстетических ценностей, выявлено, что центральное значение для этих ценностей имеет прекрасное, которому подчинены все остальные ценности. Эстетическое созерцание прекрасного раскрывает полноту жизни в субъекте и полноту реальности в предмете. Это имеет освобождающее значение для субъекта, способствуя его духовному совершенству. Таким образом, то, что существует лишь как «кажимость» оказывается важнейшим для субъекта, определяя его чувство полноты жизни более, чем достижение воплощенности этических ценностей или схватывание истины.

References:

1. Stolovich L.N. Beauty. Good. The truth. Essay on the history of aesthetic axiology /L. Stolovich.— Moscow: Respublika, 1994.— 464 p. [in Russian].
2. Ryskel'diyeva L. T. Axiological aesthetics of Nikolai Gartman /L.T. Ryskel'diyeva //Voprosy filosofii. — 2005. — № 6. — P. 162—168. [in Russian].
3. Akindinova T. A. The aesthetic phenomenon of philosophy in taxonomy of Nikolai Gartman. / Glava 23. Fenomenologicheskiy analiz iskusstva // Istoriya estetiki: Uchebnoye posobiye / Otvetstvennyye redaktory: d. filos. n. V. V. Prozerskiy, d. filos. n. N. V. Golik. — SPb.: Izdatel'stvo Russkoy khristianskoy gumanitarnoy akademii, 2011. — P. 617—623. [in Russian].
4. Gartman N. Ethics / Nikolay Gartman. — SPb: Vladimir Dal', 2002. — 708 p. . [in Russian].
5. Gartman N. Estika / Nikolay Gartman; [per. s nem. pod redaktsiyey A.S.Vasil'yevoy]. — Kiev: Nika-Tsent, 1994. — 640 p. [in Russian].
6. Gartman N. The basic principle of ontology / Nikolay Gartman. — SPb: «Nauka», 2003. — 640 p. [in Russian].
7. Mar'on J.-L. The intersection visible /Jan-Lyuk Mar'on. — Moscow: Progress-Traditsiya, 2010. — 176 p. [in Russian].

PRE-COUNCIL COLLISIONS OF THE PAN-ORTHODOX COUNCIL IN 2016

Svitlana Shkil,

*Doctor of Philosophical Sciences, Associate Professor,
Department of Philosophy of NULES of Ukraine*

Annotation. *The article analyzes the pre-council events of 2016 related to the geopolitical and ideological confrontation between the Moscow and Constantinople Patriarchs. It is proved that the main reasons for ignoring Patriarch Kirill and the leadership of the Russian Orthodox Church of the Pan-Orthodox Council became, mainly, the concern of the ROC for the possibility of the Constantinople Patriarchate intervention in the affairs of the Ukrainian Orthodoxy in order to provide autocephaly of the UOC-KP or the establishment of its own jurisdiction. In particular, it has been proved that the possibility of carrying out the Pan-Orthodox Council as well as any actions of the Patriarchate of Constantinople in Ukraine were considered by Patriarch Kirill as a betrayal of Orthodoxy and a transition to the West, which, in his opinion, represents the world's evil.*

Keywords: *Vsepravoslavny cathedral, Russian Orthodox Church, autocephaly, autonomy, fundamentalism.*

In 2016, there was a remarkable event in the history of Christianity - the Pan-Orthodox Council on the island of Crete. The significance of this event is because the very identity of Orthodoxy from a theological point of view is associated with the holding of such councils. Since the 17th century, Orthodox patriarchs and theologians defined the Orthodox Church as «the Church of Ecumenical Councils» unlike the Catholic monarchy. However, the Ecumenical Councils were not conducted since VIII century, and after the split in 1054, it was impossible to conduct them, because the «Ecumenical» could only be a council recognized by the Pope and carried out in the presence of his legates. The unity of the Orthodox Church was implemented not only in the local councils of individual churches, but also in the joint churches of several local churches with the participation of their subordinates and representatives. At the same time, the need to realize their identity through the convocation of «Pan-Orthodox Councils» was acutely felt. In the 1920s, the initiators of the convening of the Pan-Orthodox Council sought to legitimize through its decision of the calendar reform, the relaxation of the categorical requirements of canonic law, the creation of an image of more liberal and ecumenical Orthodoxy (mainly with the intention of convergence with the Anglican Church). The announcement by Pope John XXIII of the intention to convene the Ecumenical Council of the Catholic Church (January 25, 1959) to renew the church and respond effectively to the global challenges of our time, and prompted Orthodox hierarchs to similar projects. The preparation of the Pan-Orthodox Council, which began in 1961, revealed the existence of significant differences with almost all issues relevant to Orthodoxy. It concerned both the possibilities of solving intra-church problems (ways of granting autocephaly, calendar reform, reduction of posts, etc.), and

external relations of the Orthodox Church (attitude towards ecumenism, vision of the human development prospects, etc.). Successful holding of the Second Vatican Council and the impossibility of a similar council in Orthodoxy became a visible sign of crisis phenomena in the life of the Orthodox Church as not adapted to modern conditions.

In the 1960s, the only justification that explained the inability to convene the Pan-Orthodox Council was the presence of the «Iron Curtain», because of which «Greek» churches existed in the capitalist world, and Slavic - in the «socialist camp». After the collapse of the USSR, the Patriarchate of Constantinople began to seek ways to strengthen the unity of Orthodoxy. The mechanism of the implementation of the collegiality at the general church level was the Meeting of the Orthodox Primate («Synaxis»). The consultations of this meeting were convened more or less periodically or on overcoming the crises in the local churches (Bulgaria, Jerusalem), or to find ways of understanding in discussion issues through the creation of special commissions. The activities of the Meeting of the Powers and the committees, established at its consultations, had to demonstrate that the Orthodox Church was not a confederation of separate local churches, but a single church body. Indeed, the dogma of the church unity in the Orthodox theological interpretation suggests that ontologically there is only a single church, which equally manifests itself in any Eucharistic community headed by the bishop and priests. The existence of local churches should not violate ontological unity. The Ecumenical Patriarch treated himself as a moderator in the processes of the Orthodox Church unity manifestation in the interaction of local churches. The Moscow Patriarchate always emphasized the rights of every local church, while preserving the right to veto any Pan-Orthodox decisions. In this case, of course, it was compelled to recognize such a veto right and any other local church. In 2009, Patriarch Kirill agreed with Patriarch Bartholomew to find ways to resolve all contradictions between Moscow and Constantinople for the sake of the speedy conduct of the Pan-Orthodox Council. In the next few years, compromise projects were arranged for all local churches during the work of theological commissions on the ways of granting autocephaly and the normalization of the canonical status of the diaspora. Namely, autocephaly was to be provided by the Patriarch of Constantinople as the embodiment of universal Orthodoxy, but after the prior consent of all recognized local churches. Similarly, in the Diaspora, national conferences («assemblies») of Orthodox bishops should be established, which would be led by the Constantinople Patriarchate representatives, but a decision made by consensus.

Based on these ideas, a new procedure was proposed for the work of the Pan-Orthodox Council, which would involve the adoption of all documents and procedural decisions by a majority of votes, but by consensus. Thanks to this step, the Moscow Patriarchate was confident in its ability to block any manifestations of power usurpation at the Pan-Orthodox Council, if they had taken place on the part of the Constantinople Patriarchate and its allies. Prepared for adoption at the council, draft documents were approved by the Synod and the Bishops' Council of the Russian Orthodox Church in early 2016. Some concern for the conservative forces is that the conduct of the Pan-Orthodox Council

was inappropriate, expressed the Metropolitan Onufriy of Kyiv. Patriarch Kirill included the Metropolitan in the ROC delegation to the pre-council Synapse of the Predecessor (January 21-27, 2016), where he himself was able to make sure that the future council would not endanger the purity of Orthodoxy: future documents legitimized the existing state of affairs in Orthodoxy, and all answers to the challenges of our time were general phrases that did not have reformist content and could not lead to the liberalization of Orthodox identity.

At the same time, the disclosure of draft documents in the Internet, carried out at the request of the Moscow Patriarchate, caused a new wave of criticism from the conservative circles in the Russian Orthodox Church and other local churches. The naming of non-Orthodox Christian associations as «churches» caused the denial and this allegedly violated the dogma of the church unity. According to the conservatives, «One Holy Catholic and Apostolic church» of the «the Symbol of Faith» is fully embodied in the Orthodox Church and in no way present outside its borders. Such a fundamentalist vision of the Church nature is completely contrary to the opinion of the vast majority of ancient and modern theologians, who were confident in the presence of grace beyond the visible limits of the canonical church structures, contrary to the traditional recognition of the apostolic inheritance of the Roman Catholic Church hierarchy and the recognition of its sacraments.

The leadership of the Russian Orthodox Church called «protest of the marginalized» by the fundamentalists. For example, Metropolitan Hilarion (Alfeyev) declared the following: ‘Certain marginal media have launched a genuine campaign against the convocation of the Council. There are internet sites where misinformation is provided on various aspects related to the pre-council process. The statements of the holy fathers, which have been heard once in other cases and are arbitrarily taken out of context, are given. The same methods are used in the temporarily spreading anonymous leaflets, in which the prospect of the Council convocation is seen as something awful. Sometimes calls are made and completely abandon communication with other local Churches. Church members are frightened by the fact that the coming Council will become «antichristian», because its decisions supposedly will be adopted that are contrary to the Church doctrine, its dogmas, canons and rules: a married bishopric will be introduced, the fasts will be cancelled, and the foundations of the doctrine will be revised. Then, the Orthodox Christians will have nothing else but to leave the fence of the «official» Church and look for other ways of salvation. Such considerations not only have no real basis but also indicates ignorance or deliberate distortion by those, who distribute them, historical facts and church traditions. According to Orthodox ecclesiology, the Council of Orthodox Bishops is the highest form of inter-Orthodox communication and expression of the Universal Church unity. Following the apostolic tradition, the Church always sought to solve important issues of its existence in the communal mind «[1].

However, among the voices of the Pan-Orthodox Council critics, not the unfounded sayings of those who were afraid of his convocation because of the eschatological fear of the end of the world after the Eighth Ecumenical Council dominated, but the

fundamentalist critique of the ecumenical positions of some draft documents of the council. Of course, such a critique, systematically expressed mainly by the Athos monks, has a character of too careful attitude to certain statements from the documents of the council [2].

For example, the Athos monks called «inconsistent» for the “One Holy Catholic and Apostolic church to recognize the existence of other Christian churches” in the documents of the council, which were intended to acquire the significance of symbolic books for Orthodoxy [2]. Critics of the Pan-Orthodox Council documents considered it inappropriate to recognize the marriage with the non-Orthodox [2]. It was emphasized that in the documents of the council there was a manipulative use of the liturgical texts: the liturgical request for the preservation of the unity of the Orthodox Church members was interpreted as referring to the unity of all [2]. With complete ignoring by the leadership of the Russian Orthodox Church to the essence of the arguments of the opponents for a number of provisions in the draft documents of the Pan-Orthodox Council, the protest voices of conservative circles created a space of maneuver for Patriarch Kirill in his game with Constantinople for his influence in world Orthodoxy.

It should be said that Patriarch Bartholomew was interested in holding the Pan-Orthodox Council as a realization of the cause of his life. Already, the conduct of such a council was not enough to demonstrate the central role of the Patriarch of Constantinople, who in the absence of the emperor for the first time in history called the general for the whole Orthodox council. The effectiveness of the mechanisms for the implementation of the unity at the Pan-Orthodox level was to demonstrate to the Pope that he was the one to unite with further actions by the Orthodox in an attempt to restore the unity of the church of the first millennium through the communion of the West and the East. The Havana meeting of Patriarch Kirill with Pope on February 12, 2016, was intended, among other things, to demonstrate to Patriarch Bartholomew that the ROC would not, in any circumstances, renounce an independent policy towards the Vatican. The Moscow Patriarchate, by the very meeting and the joint declaration adopted on its results, tried to prove that the Russian Orthodox Church will always remain a geopolitical ecclesiastic player not less than the Vatican and the Phanar.

The struggle for symbolic equality with the Patriarchate of Constantinople continued during the entire beginning of 2016. During the preparation of the council at the request of Moscow, it was decided that all the leaders of the Orthodox churches, not only the Ecumenical Patriarch, should sit in the presidium of the council. The Constantinople Patriarchate attached great importance to the council's preservation in the historic site of modern Istanbul, the church of St. Irene, which once held the Ecumenical Councils. Such an attachment to the history of the Ecumenical Councils was destroyed because of the Moscow claim to move the council to another, safer place. As a result, the council was held on the island of Crete for security reasons for the Russian delegation on the background of exacerbation of Turkish-Russian relations. However, quite unexpectedly, practically before the council itself, the Russian Orthodox Church refused to participate in it. This happened for a number of reasons that require a separate consideration.

In early 2016, the Russian Orthodox Church still fully supported the Pan-Orthodox Council, although it expressed certain reservations about its own wishes for greater consideration of the interests of the Moscow Patriarchate. Particularly, in February 2016, the postponement of the Bishops' Council, which was scheduled to take place in 2015. This was done in order to approve the Pan-Orthodox Council documents, which were fully agreed upon at the pre-council meeting of the primate of the Orthodox churches on January 21-27, 2016 in Chambesy. Patriarch Kirill, in his report on February 2 at the Bishops' Council of the Russian Orthodox Church, stressed the need for the full support of the Pan-Orthodox Council and its draft documents. Moreover, such support was provided to the Bishops' Council, although later, some bishops stated that they had no opportunity to protest against some, in their opinion, ecumenical statements in the presented projects.

As the Pan-Orthodox Council approached, an understanding of the challenges church and secular Moscow would face during and after the completion of the council grew among the leadership of the Russian Orthodox Church. First, the Council itself, convened by the Patriarch of Constantinople, was still a vivid testimony to the fact that the Patriarch Bartholomew was the leader of the Orthodox world, and Patriarch Kirill was only one of the thirteen other leaders of the local Orthodox churches. Second, the documents of the council included the consolidation of the special coordinating role of the Patriarchate of Constantinople in relations between the Orthodox churches, in the Orthodox Diaspora, in dialogue with Catholics and other Christians. Thirdly, after the Pan-Orthodox Council, the peace with Moscow ceased to be extremely necessary for the Constantinople Patriarchate, and Patriarch Bartholomew could actively be engaged in the normalization of the UOC-KP and the UAOC canonical status. In the face of a sharp deterioration of Russian-Turkish relations after the downfall of a Russian plane on the Syrian-Turkish border, Moscow could not count on Ankara to hold back Phanar in its Ukrainian policy. The leadership of the Russian Orthodox Church is accustomed to shift its own participation in the preparations for the Pan-Orthodox Council on the passivity of the Patriarchate of Constantinople in Ukraine. The process of concession «Ukraine in exchange for the holding of the Pan-Orthodox Council» in 2008-2016 was especially active. In the spring 2016, the Russian Orthodox Church faced a difficult choice. The complete rejection of the Pan-Orthodox Council and the accusation of its participants in heresy would have the consequence of the immediate beginning of the recognition of the UOC-KP by the Constantinople Patriarchate. Participation in the Pan-Orthodox Council strengthened the power of the Patriarch of Constantinople and gave him the opportunity to intervene radically in Ukrainian affairs after the Council. Therefore, in May 2016, the idea of postponing the Pan-Orthodox Council once again, having used protests by a number of churches against some ecumenical provisions of the published draft documents of the Council, arised.

On June 3, 2016, Patriarch Kirill and the Synod of the Russian Orthodox Church offered to convene an unscheduled pre-council meeting no later than June 10. The general proposal of the leadership of the Russian Orthodox Church was to postpone

the Pan-Orthodox Council, continuing the preparatory process. In addition to the need to overcome contradictions with conservatives regarding the attitude to ecumenical processes, the Russian Orthodox Church emphasized the need to offer fundamentally new texts, which would be, at the theological level, at the level of documents of the Second Vatican Council. Indeed, new meanings were supposed to be embodied only in the message of the Council, which was prepared immediately before its convening by a special commission of representatives of local churches. However, the start of work on this document had shown that special hopes for updating the Orthodox word to the world from this message should not be expected. The Russian Orthodox Church returned to the proposal to broaden the list of possible topics for discussion, returning to the initial wide range of issues for which documents were prepared in the 1960s-1970s. Since these documents were created mainly by the efforts of the group of the Russian Orthodox Church theologians led by Metropolitan Nicodemus (Rootov) [1], Metropolitan Hilarion (Alfeyev) sought to update their content, taking into account the realities of the beginning of the XXI century, so that they could also be discussed at the Pan-Orthodox Council.

The position of the Patriarchate of Constantinople regarding the proposals to postpone the council and re-start the process of its preparation was quite predictable: if the churches do not agree with something, they can at take advantage of their veto the Pan-Orthodox Council. New documents to the Council cannot be made because it is not provided or regulations passed or list of Council topics by approved by Synaxis. It should be noted that there was a difference in treatment introduced at the request of the ROC for principle the adoption of all decisions by consensus. Ecumenical Patriarchate believed that any issues could be resolved at the council and accepted those documents, on which consensus would be discovered. Indeed, the words that included the full recognition of other «churches» were replaced at the Council with the words of «recognition of other churches names». In particular, the document «Relations of the Orthodox Church with other Christian world» after the adopted amendments states: «According to the ontological nature of the Church, its unity cannot be broken. However, the Orthodox Church recognizes the historical name of other non-Orthodox Christian churches and denominations that are not in communion with it, and believes that its relationship with them should be based on early and objective clarifying their entire ecclesiological issues, especially on their most common doctrines of sacraments, grace, priesthood and apostolic succession» [3, p. 18]. This is quite strange wording, from the theological point of view, has become a symbol of compromise and became the fact that the major changes were made at the council documents. ROC interpreted the requirement decisions by consensus at the council as having had to be applied and to convene the council.

According to this logic, if at least one church council asks for delay, it needs to be done. However, the leadership of the ROC did not take into account, that ROC and other churches had adopted a resolution on convening Pan-Orthodox council at the Synaxis in January, ordered Patriarch Bartholomew to send at the time the relevant invitation. All the Local Orthodox Churches gave preliminary agreement on the texts of the Council at the same time after the signature of the Primates and members of delegations.

Anti-ecumenical position was the reason for not participating in the Council for Bulgarian Orthodox Church (BOC Synod decision of June 3) and Georgia Orthodox church (GOC Synod decision on June 10 and 12). Patriarchate of Antioch did not come because of the Synaxis refusal January 21-27, 2016 to resolve the problematic issue of canonical affiliation of Qatar, in which territory the Jerusalem Patriarchate opened its own parish. There was also the threat for non-participation of the Serbian Church after a critical assessment of Council project documents (Synod decision June 9), but at the last moment Serbs still went to the Council. ROC refused to participate in Pan-Orthodox Council on June 13 because of the belief in the need to continue pre-Council consultations in order to ensure participation of all local churches and achieve absolute consensus.

References:

1. Hilarion (Alfeyev), Metropolitan. Inter-Orthodox cooperation in the preparations for a Holy and Great Council of the Orthodox Church [Hilarion (Alfeev), Metropolitan. Inter-Orthodox cooperation in preparation for the Holy and Great Council of the Orthodox Church] // [Internet access]: <https://mospat.ru/church-and-time/1122>.
2. Zoitakis A. Athos monks on pan-Orthodox Council [Zoitakis A. Athos monks about the Pan-Orthodox Council Electronic resource]. – [Internet access]: <http://agionoros.ru/docs/2456.htm>.
3. Document pan-Orthodox Council [the Pan-Orthodox Council documents Electronic resource]. – [Internet access]: <http://kyiv-pravosl.info/dokumenty-vsepravoslavnoho-soboru/>. p. 18

MEDICINE AND PHYSIOLOGY

РАСПРОСТРАНЕННОСТЬ И ОСОБЕННОСТИ ТЕЧЕНИЯ ГЕНЕРАЛИЗОВАННОГО ПАРОДОНТИТА ПРИ КАРДИОВАСКУЛЯРНОЙ ПАТОЛОГИИ

Оксана Копчак,

кандидат медицинских наук,

Институт стоматологии,

Национальная медицинская академия

последипломного образования имени П. Л. Шупика

Kopchak O. Prevalence and peculiarities of the course of generalized periodontitis at cardiovascular pathology.

Annotation. In the examined patients with the cardiovascular pathology the periodontal diseases are observed in every case, with the great prevalence of generalized periodontitis – 96.77%. The graveness of generalized periodontitis is characterized by the dominance of the forms of the II and III degree – 55.55% and 37.78% correspondingly. Clinically the chronic generalized periodontitis (58 patients – 64.44%) was reflected by the evident stomatorrhagia (index of hemorrhagic diathesis equaled 2.02 ± 0.06 points at the average), edema and hypertrophy of gingival papillae and marginal limit (PMA index made $56.9 \pm 0.8\%$ at the mean, Shiller Pisarev test – 1.6 ± 0.02 points). At the acute generalized periodontitis (32 patients – 35.56%) the abundance of the purulent discharge from periodontal pockets (index of suppuration made 44.0 ± 1.2 points on the average) was noticed, abscess formation was found in 15.6% of patients. The statistically true interrelations between the graveness of generalized periodontitis and the graveness of hypertonic disease, cardio-vascular risk, ischemic heart disease were revealed.

Keywords: generalized periodontitis, parodontosis, cardiovascular diseases, hypertonic disease.

Поражение тканей пародонта являются одними из наиболее распространенных стоматологических заболеваний, диагностируемые у 90 - 95 % взрослого населения мира. Среди заболеваний пародонта наиболее тяжелым считается генерализованный пародонтит, который при поздней диагностике и неверно выбранной тактике лечения приводит к потере зубов у пациентов трудоспособного возраста, формируя значительную медико-социальную проблему [6, 10, 11].

В патогенезе генерализованного пародонтита значительное внимание уделяется нарушению системы микроциркуляции в тканях пародонта, в которой ведущее значение занимает патология эндотелия - эндотелиальная дисфункция. Согласно данным современных исследователей, эндотелиальная дисфункция, формирующаяся при генерализованном пародонтите не ограничивается только тканями пародонта, а имеет системное влияние на развитие и течение ряда соматических заболеваний, среди которых первое место принадлежит кардиоваскулярной патологии (гипертоническая болезнь, ишемическая болезнь

сердца) [1, 2]. В то же время наличие системной эндотелиальной дисфункции при сердечно-сосудистой патологии может отягощать течение пародонтита у больных этой категории. На сегодняшний день проведено ряд исследований, направленных на изучение взаимосвязи между заболеваниями тканей пародонта и кардиоваскулярной патологией [3, 4, 5, 8]. Результаты этих исследований, однако, являются неоднозначными, и нередко противоречивыми. И хотя, факт взаимного отягощения заболеваний при коморбидных состояниях, является общепризнанным, влияние заболеваний ССС на распространенность и особенности клинического течения заболеваний пародонта требует дополнительного изучения.

Изучить распространенность и особенности клинического течения генерализованного пародонтита у пациентов с кардиоваскулярной патологией и установить взаимосвязь между тяжестью заболевания тканей пародонта и состоянием общесоматического здоровья пациентов.

Материалы и методы. Для достижения поставленной цели нами были проведены скрининговые исследования на базе стоматологической поликлиники института геронтологии имени Д.Ф. Чеботарева Национальной академии медицинских наук Украины (заведующая отделением ортопедической и терапевтической стоматологии врач высшей категории Н. О. Ганчукова). За период наблюдений с 2016 по 2017 годы под нашим наблюдением пребывало 93 пациента (61 женщина, 32 мужчины) в возрасте от 40 до 69 лет (средний возраст $58,64 \pm 7,12$ лет) с генерализованными заболеваниями пародонта на фоне кардиоваскулярной патологии. Распределение пациентов по полу и возрасту представлено в таблице 1.

Данные о состоянии сердечно-сосудистой системы получали из медицинской документации (карты амбулаторного и стационарного больного) на основании комплексного клинико-инструментального обследования и заключения кардиолога

Таблица 1

Распределение пациентов по полу и возрасту

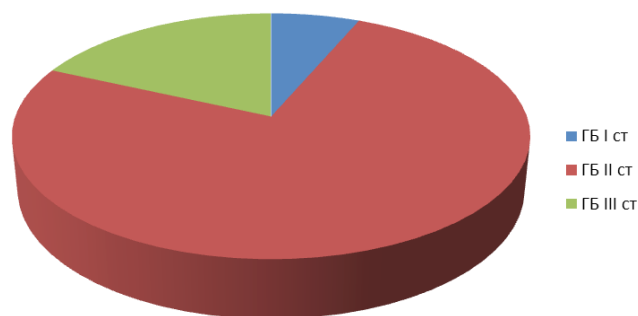
Пол	Возраст							
	40 – 49 лет		50 – 59 лет		60 – 69 лет		Всего	
	количество	%	количество	%	количество	%	количество	%
Жен.	6	6,45	17	18,28	38	40,86	61	65,59
Муж.	4	4,3	17	18,28	11	11,83	32	34,41
Всего	10	10,75	34	36,56	49	52,69	93	100

Все пациенты были обследованы по стандартным методам диагностики заболеваний тканей пародонта: прицельные рентген снимки, ортопантограммы, инструментальные методы обследования с использованием объективных пародонтальных индексов в модификации Г. Ф. Белоклицкой (1999) [6]. Данные о состоянии зубов, гигиены полости рта, тяжести и характере течения заболеваний пародонта, а также факторах риска их развития и прогрессирования заносили в индивидуальную карту пациента. Диагноз устанавливали согласно классификации заболеваний тканей пародонта Н.Ф. Данилевского [9].

Оценка достоверности полученных данных основывалась на применении Т-критерия Стьюдента. Для установления взаимосвязей между показателями, рассчитывали коэффициент корреляции Пирсона и определяли уровень его достоверности. Статистический анализ результатов проводили с применением пакетов программ «Microsoft Excel».

Результаты исследования и их обсуждение. Анализ полученных результатов свидетельствует, что у обследованных пациентов с сердечно-сосудистыми заболеваниями гипертоническая болезнь (ГБ) была выявлена у 100 % больных, из них ГБ I стадии - у 6,45 % пациентов, ГБ II стадии – у 75, 27 % пациентов, ГБ III стадии – у 18,28 % пациентов (рис. 1). Среди данных пациентов ишемическая болезнь сердца (ИБС) была выявлена у 79 (84,95 %) человек из которых 17 (18,28 %) человек в анамнезе перенесли инфаркт миокарда или острое нарушение мозгового кровообращения (ОНМК).

Рис. 1. Распределение больных в зависимости от стадии гипертонической болезни



Наличие сердечной недостаточности (СН) диагностировали у 45 (48,39 %) пациентов, при этом СН I степени выявлена у 22 (23,66 %) человек, СН II степени - у 23 (24,73 %) человек (рис. 2).

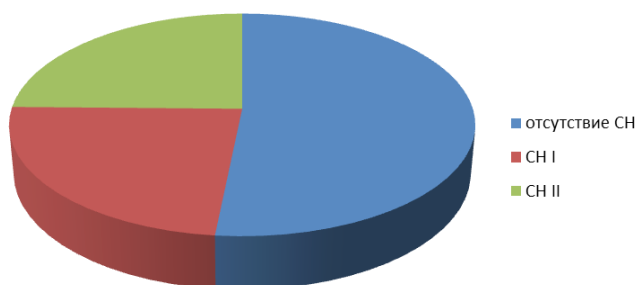


Рис. 2. Распределение больных в зависимости от степени сердечной недостаточности

Кроме того, у 50,54 % (47 человек) обследованных нами пациентов диагностировали наличие диффузного кардиосклероза, у 39,78 % (37 пациентов) – наличие дислипидемии, у 24,73 % (23 человек) - аритмии, у 19,35 % (18 человек) - диагностирована нейроциркуляторная энцефалопатия.

У 41 (44,09 %) пациента кроме заболеваний сердечно-сосудистой системы были выявлены заболевания желудочно-кишечного тракта (ЖКТ) (хронический эрозивный гастрит, хронический панкреатит, хронический холецистит), а так же у 43 человек 43 (46,24 %) пациентов диагностировано наличие сахарного диабета I типа (1 пациент) и II типа (42 пациента).

При изучении состояния тканей пародонта было установлено, что из 93 пациентов с кардиоваскулярной патологией у 90 (96,77 %) присутствует генерализованный пародонтит (ГП) и только у 3 (3,23 %) – пародонтоз (рис. 3).

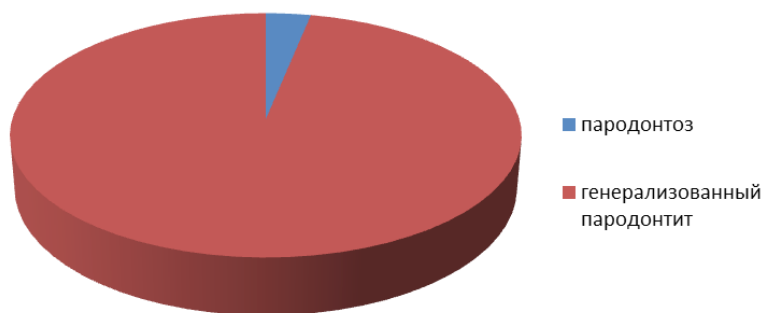


Рис. 3 Распределение пациентов в зависимости от парадонтологического диагноза.

У пациентов с ГП наиболее часто диагностировали хроническое течение – 58 больных (64,44 %) (рис. 4). Клиническая картина характеризовалась наличием выраженной кровоточивости десен (индекс кровоточивости (ИК) в среднем составлял $2,02 \pm 0,06$ балла), а также наблюдали значительную отечность, гипертрофию не только десневых сосочков но и маргинального края (РМА в среднем составлял $56,9 \pm 0,8$ %, проба Шиллера Писарева - $1,6 \pm 0,02$ балла).

При обострившемся течении ГП диагностированном у 32 пациентов (35,56%) наблюдали обилие гнойного отделяемого из пародонтальных карманов (индекс гноетечения в среднем был равен $44,0 \pm 1,2$ баллам). Однако, что характерно для больных с кардиоваскулярной патологией абсцедирующие формы при обострившемся течении ГП наблюдались у 15,6 % пациентов.

При этом, нами было отмечено, что среди пациентов данной категории наиболее часто констатировали наличие ГП II степени и III степени тяжести - 55,55 % и 37,78 % соответственно (рис. 5).

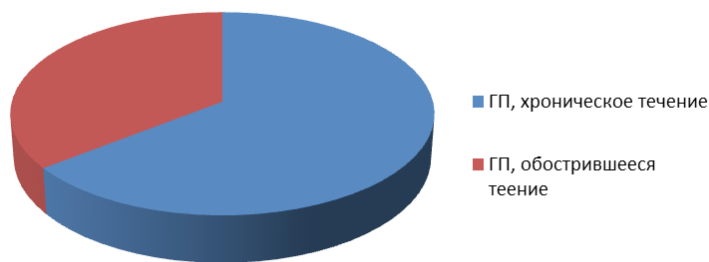


Рис. 4. Распределение пациентов в зависимости от течения генерализованного пародонтита

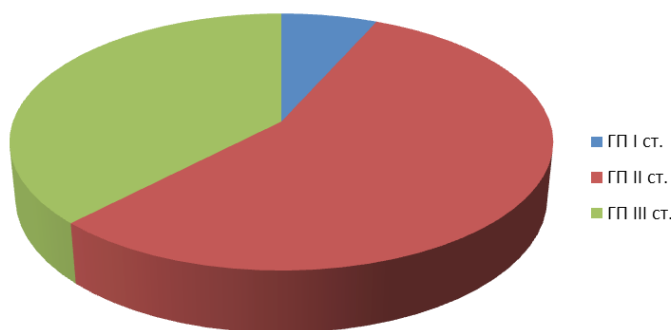


Рис. 5. Распределение пациентов в зависимости от степени тяжести генерализованного пародонтита

ГП I степени тяжести (6,67 % больных) отмечали у пациентов более молодого возраста ($51,2 \pm 10,1$ лет), для которых было характерно отсутствие тяжелых форм сердечно-сосудистой патологии (ГБ I стадии – 3 человека, ГБ II стадии – 3 человека, наличие СН и диффузного кардиосклероза только у 1 больного, дислипидемии у 2 больных).

У пациентов с ГП II степени тяжести (55,55 % больных) выявлены более тяжелые формы сопутствующей сердечно-сосудистой патологии. Среди 50 пациентов данной группы ГБ I стадии была выявлена только у 2 человек, ГБ II стадии – у 44 человек и ГБ III стадии – у 4 человек. При этом, у больных с ГП II степенью, наличие ИХС было установлено у 46 больных (7 больных, которые в анамнезе перенесли инфаркт миокарда или ОНМК). Наличие СН I степени отмечали у 24% больных, СН II степени – у 22 % больных с ГП II степени. У этих пациентов отмечали наличие диффузного кардиосклероза в 54 % случаев, дислипидемии – в 48 % случаев.

У пациентов с ГП III степени тяжести (37,78 % больных) состояние со стороны сопутствующей кардиоваскулярной патологии было наиболее тяжелым. Среди 34 пациентов этой группы ГБ I стадии была выявлена у 1 человека, ГБ II стадии – у 20 человек (58,8 %) и ГБ III стадии – у 13 (38,24 %) человек. Наличие ИХС установлено у 20 больных (58,8 %) и еще 10 пациентов с ГП III степени свидетельствует о перенесенном ими инфаркте миокарда или ОНМК. Наличие СН I степени отмечали у 26,47 % больных, СН II степени - у 35,29 %, наличие диффузного кардиосклероза в 50 % случаев, дислипидемии - в 32,35 % случаев.

Изучение результатов статистического исследования позволило нам установить наличие достоверных корреляционных связей между тяжестью течения ГП и стадиями ГБ $r = 0,39$, $p < 0,01$, а также наличием ИХС и тяжестью ГП $r = 0,37$, $p < 0,01$, сердечно-сосудистым риском и тяжестью ГП $r = 0,42$, $p < 0,01$ (табл.2). Пол пациентов, наличие сахарного диабета, аритмии, неврологических заболеваний оказывали меньшее влияние на тяжесть ГП. В то же время возраст пациентов был достоверно ассоциирован со стадиями ГБ $r = 0,435$, $p < 0,01$, наблюдались достоверные корреляционные связи со стадиями ГБ и наличием ИХС и перенесенными в анамнезе инфарктом миокарда и ОНМК $r = 0,321$, $p < 0,05$, а также стадиями ГБ и СН $r = 0,29$ $p < 0,01$.

Таблица 2

**Корреляционные связи между факторами, влияющими
на тяжесть течения генерализованного пародонтита
при кардиоваскулярной патологии**

Факторы	Коэффициент корреляции (r) Пирсона	Достоверность отличий между показателями
Возраст	0,277669	$p < 0,05$
Пол	0,079752	$p > 0,05$
Стадия ГБ	0,39	$p < 0,001$
ИХС	0,37	$p < 0,001$
Степень СН	0,24499	$p < 0,05$
Сердечно-сосудистый риск	0,42	$p < 0,001$
Аритмия	0,094519	$p > 0,05$
Неврологическая патология	-0,07538	$p > 0,05$
Сахарный диабет	0,17646	$p > 0,05$
Заболевания ЖКТ	0,31	$p < 0,01$
Курение	0,26382	$p < 0,05$

Переходя к обсуждению результатов исследования, хотелось бы отметить, что на сегодняшний день существует большое количество работ по изучению связи заболеваний пародонта и сердечно-сосудистой системы, в которых говорится, что при наличии генерализованного пародонтита возрастает риск инфарктов

миокарда. Известно также, что заболевания пародонта протекают более тяжело при некоторых кардиоваскулярных заболеваниях, в частности при ГБ. Кроме того медицинские препараты, используемые для лечения данных заболеваний могут влиять на состояние пародонта, вызывая гипертрофию и повышенную кровоточивость десен [2, 12].

В тоже время вопрос взаимосвязи ГП и кардиоваскулярной патологии остается достаточно дискуссионным и противоречивым. Это связано с тем, что в основе развития и прогрессирования ГП и сердечно-сосудистых заболеваний присутствуют одни и те же факторы риска (возраст, курение, стресс, характер питания, гиподинамия...). Поэтому вопрос клинических проявлений во взаимосвязи ГП и кардиоваскулярных заболеваний остается актуальным. Также, в последнее время нарастает интерес к данной тематике так как обнаружены единые патогенетические механизмы возникновения и развития ГП и эндотелиальной дисфункции, атеросклероза [4, 5, 12].

Проведенные нами исследования свидетельствуют о значительной распространенности заболеваний пародонта у больных с кардиоваскулярной патологией, которые достигают 100%. И хотя эпидемиологические исследования свидетельствуют, что в возрастной группе после 40 лет, то есть в возрастной период, когда манифестирует сердечно-сосудистая патология, распространенность заболеваний пародонта в популяции превышает 95 % [11], полученные нами данные свидетельствуют, что тяжесть заболеваний пародонта выше, чем в среднем по популяции. Кроме того, характер заболеваний пародонта более выраженный и устойчивый к лечению. Выявленные нами корреляционные связи между состоянием кардиоваскулярной системы и тяжестью ГП имели более высокую достоверность, чем связь с возрастом, курением и другими факторами риска развития заболеваний тканей пародонта, что является подтверждением негативного влияния сердечно-сосудистых заболеваний на состояние пародонта.

Выводы. 1. У обследованных пациентов с кардиоваскулярной патологией заболевания пародонта наблюдаются во всех случаях, со значительным преобладанием ГП - 96,77 %.

2. Тяжесть ГП характеризовалась преобладанием форм II и III степени - 55,55 % и 37,78 % соответственно. Клинически хроническое течение ГП (58 больных - 64,44 %) отображалось наличием выраженной кровоточивости (ИК в среднем составлял $2,02 \pm 0,06$ балла), отежности и гипертрофии десневых сосочков и маргинального края (РМА в среднем составлял $56,9 \pm 0,8\%$, проба Шиллера Писарева - $1,6 \pm 0,02$ балла). При обострившемся течении ГП (32 пациента - 35,56 %) наблюдали обилие гнойного отделяемого из пародонтальных карманов (индекс гноетечения в среднем был равен $44,0 \pm 1,2$ баллам), абсцедирующие формы наблюдались у 15,6 % пациентов.

3. Выявлены статистически достоверные взаимосвязи между тяжестью ГП и тяжестью ГБ, сердечно-сосудистым риском и ИБС.

References:

1. Ivanov A.N., Grechihin A.A., Norkin I.A., Puchin'jan D.M. Methods of endothelial dysfunction diagnosis. *Regionarnoe krovoobrashhenie i mikrocirkuljacija*. 2014;4(13):4-11.
2. Tavlueva E.V., Zykov M.V., Gruzdeva O.V., Barabash O.L. Gender and age features of regulation of endothelial dysfunction in patients with myocardial infarction and diabetes mellitus type 2. *Sibirskij medicinskij zhurnal (Tomsk)*. 2011;3-1(26):38-43.
3. Puddu P., Puddu G.M., Cravero E. et al. The relationships among hyperuricemia, endothelial dysfunction, and cardiovascular diseases: molecular mechanisms and clinical implications. 2012;3(59):235-242.
4. Belstrom D., Damgaard C., Nielsen C.H. et al. Does a causal relation between cardiovascular diseases and periodontitis exist? *Microbes Infect*. 2012;5(14):411-418.
5. Klosinska A., Nowacka M., Kopec G. et al. Periodontitis and the risk of cardiovascular diseases – review of epidemiological studies. *Kardiol Pol*. 2010;8(68):937-976.
6. Beloklickaja G.F. A modern view on classification of periodontal diseases. *Sovremennaja stomatologija*. 2007;3 (39):59-64.
7. Beloklickaja G.F., Peti A.A., Sandyga L.G. The value of the objective clinical indices in periodontal diagnosis. *Zbirnyk naukovykh prac' spivrobotnykiv KMAPO im. P.L. Shupyka. – K.* 1999;8(1):484-492.
8. Borysenko A. V., Cherkasova O. V. Structural changes of blood vessels of the gums in young rats with spontaneous arterial hypertension in conditions of its correction bprogram, tetrazolium and quercetin. *Novyny stomatologii'*. 2011;1:60-63.
9. Danilevskij N.F. Systematics of periodontal diseases. *Vestnik stomatologii*. 1994;2:17-21.
10. Chumakova Ju.G. Pathogenetic substantiation of methods of complex treatment of generalized periodontitis (clinical-experimental study). Abstract of a doctoral thesis of medical sciences. Odessa; 2008:38.
11. Antonenko M.Ju. The scientific basis for a modern prevention strategies of periodontal diseases in Ukraine Abstract of a doctoral thesis of medical sciences. Kyi'v; 2012:38.
12. Cherkasova O.V. A comprehensive treatment of generalized periodontitis in young patients with arterial hypertension. Abstract of a candidate's thesis of medical sciences. Kyi'v, 2013:18.

FEATURES IMPACT NANOSILVER COLLOIDAL SOLUTION ON THE MORPHOLOGICAL AND BIOCHEMICAL PARAMETERS IN RATS

Alexander Nefodov, Ph.D, Associate Professor,

Elena Nefodova, MD, Assistant Professor,

Vera Chatornaya, Doctor of Biological Sciences, Professor,

Igor Zadesenets, Lecturer of Clinical Anatomy,

Natalia Onul, MD, Assistant Professor,

Alexander Halperin, Lecturer in Clinical Anatomy,

Dnipropetrovsk medical Academy of Ministry of health of Ukraine,

Larisa Sharavara, Ph.D, Senior Lecturer,

Zaporozhye state medical University

Annotation. Modern nanotechnology development and use of nanomaterials is one of the most perspective directions of science and technology of the XXI century. Objective - study the morphological and biochemical parameters influence of colloidal nanosilver solution in the experiment. The experiment was performed on mature white nonlinear rats with weight 180-200 g. During 7 days nanostructured silver solution was administered at a dose of 3.5 mg / kg (concentration of metal at 800 micrograms / ml) intraperitoneally. At the end of the introduction of colloidal nanosilver solution to test animals was carried out blood sampling and conducted morphological study of the effect of nanosilver at the tissue level in parenchymal organs (liver, kidneys, adrenals, brain, heart).

Keywords: nanosilver, parenchymal organs, biochemical indicators, enzymes.

Introduction. Modern development of nanotechnologies and using of nanomaterials is one of the most perspective directions of science and technology XXI age [1]. Behavior of matter in a state of nanoparticles open up prospects of materials with new indicators, such as unique mechanical durability, special spectral, chemical and biological characteristics. Among the existing metal nanoparticles deserve special attention nanoparticles of gold and silver. This significant interest is caused by perspective of using nanometals in technologies of design highly effective diagnostic tools and targeted therapy, particularly for cancer. Significant attention of investigators is mainly focused on the study of the biological effects of nanoparticles of gold and silver at the cellular level. Regarding the biochemical effects of exposure to eukaryotic cells, there are only a few data on the impact of inhibitory nanogold with average size 9 nm on the activity of cytochrome P450 isoenzymes [2]. Silver nanoparticles have a number of different pharmacological effects. Chief among them is antimicrobial. Nanosilver due to the small size and other physical and chemical properties is extremely active and causes the death of microorganisms: bacteria, viruses, pathogenic fungi. The use of silver in the form of nanoparticles can significantly reduce the concentration of silver preserving antimicrobial properties, including microorganisms resistant to antibiotics.

For example, current research action colloidal silver ions have shown that they have a strong ability to neutralize viruses of smallpox vaccine, some strains of influenza virus, entero- and adenoviruses. Other significant effects of nanosilver are anti-inflammatory and immunomodulatory. These effects are associated with inhibition of the synthesis of cytokines such as $\text{TNF-}\alpha$, IL-12, IL- β , matrix metalloproteinases and, in particular, MMP-9. Moreover, silver ions are involved in metabolic processes. Under the influence of silver increases twice the intensity of oxidative phosphorylation in the mitochondria of the brain and increases the concentration of nucleic acids that improves brain function.

Interest in the development of products based on nanostructured silver grows. It is associated with pharmacological properties that this metal shows at nanoscale level.

Purpose of work - to study morphological and biochemical parameters of influence nanosilver colloidal solution in the experiment.

Material and methods. Nanosilver colloidal solutions were used on models in the experiment. These solutions were obtained by the original method in Institute of Biocolloidal Chemistry. F.D.Ovcharenko NAS of Ukraine (Director: Doctor of Chemistry, Professor Ulberh ZR). Silver nanoparticles (aqueous colloidal solution): initial substances from which drug is synthesized are: silver nitrate, potassium carbonate, tannin, water. The form of nanoparticles is spherical (Fig. 1). The initial concentration of the drug nanoparticles of silver is 800mkh / ml for metal. The size of silver nanoparticles according to laser correlation spectroscopy is (ZAve) $29,9 \pm 0,6$ nm.

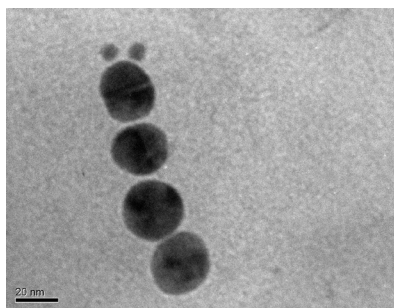


Fig. 1. The shape and size of silver nanoparticles. Visualization of nanoparticles in colloidal solutions was performed by confocal microscopy (LSM 510 META «Carl Zeiss», Germany).

Colloidal silver solutions with systemic administration are accumulated most of all in the brain, liver and endocrine glands. Silver, as a heavy metal, is toxic due to the fact that it can as bivalent cation, compete in the active centers of the enzyme and protein with biogenic elements, such as copper. As a result, the metabolism of the whole organism is changed. Therefore, these aspects was paid attention in biochemical and morphological studies.

The experiment was carried out on white mature nonlinear rats with weight 180-200 g. The animals were kept on a standard diet of the vivarium SE «DMA» [3, 4, 5]. Research was carried out under the agreement on scientific and technical cooperation

between the National Medical University of A.A. Bohomolets, Research Institute of Nanotechnology and resource-saving of Ukraine and the State institution «Dnipropetrovsk medical academy Ministry of Health of Ukraine.» Animal experiments were performed according to the guidelines of SPC Ukraine (2001), «General ethical principles of animal experiments» adopted by the first National Congress on Bioethics (Kyiv, 2001), the requirements of the European Convention for the Protection of laboratory animals (Strasbourg, 1986), «Regulations on the use of animals in biomedical experiments» [5].

During 7 days nanostructured silver solution was administered at a dose of 3.5 mg / kg (metal concentration of 800 micrograms / ml) intraperitoneally. The control group received saline at the dose of 0.1 ml / 100 g body weight. Upon expiration of the administration of colloidal solution of nanosilver to the experimental animals, blood sampling and determination of these indicators of plasma was carried out: alanine aminotransferase (ALT), asparagine aminotransferase (AST), superoxide dismutase (SOD), catalase, alkaline phosphatase (ALP), ceruloplasmin (CP), lactate dehydrogenase (LDH), urea, creatinine, total protein (TP) and glucose [3, 6, 7, 8, 9]. The results were compared with the results of the control group.

Morphological study. Experimental animals were kept in plastic cages, 8 animals were in one unit. Rats received a standard diet of vivarium with free access to water. Two groups of animals were randomly formed: experimental and control. Laboratory animals were taken out of the experiment by decapitation under light ether anesthesia. The studied organs (liver, kidneys, adrenal glands, brain) were isolated and fixed in 10% neutral formalin. Standard methods for preparation of histological specimens were used. Slices with thickness of 8 - 10 microns were stained with hematoxylin-eosin. Specimens were studied under the microscope «Biolam» [3].

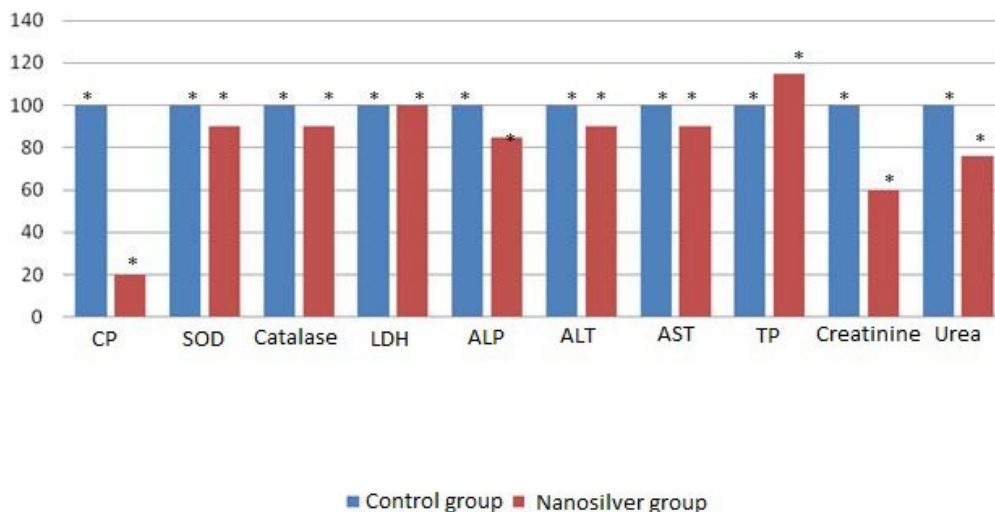


Fig. 2. Change of plasma biochemical parameters after 7 days administration nanosilver colloidal solution.

Note. * - $P < 0.05$ compared with control.

The experimental results were processed by licensed software STATISTICA 6.1., Software StatPlus 2006, OriginPro 7.5 (OriginLab Corporation, USA), Microsoft Excel 2003. Mathematical processing included calculations of the average value (M), their errors ($\pm m$). Authentication of intergroup differences, according to experiments, conducted using parametric Student's t-test, Wilcoxon Rank-Sum test, Mann-Whitney test and method of univariate analysis of variance (ANOVA) [10, 11, 12, 13]. The difference was considered statistically significant at the level of $p < 0.05$. Before using parametric criteria was audited hypothesis of normal distribution of random variables (by the criteria Kolmogorov-Smirnov adjusted Lillifors and Shapiro-Wilkie).

Results and discussion.

The obtained data of our experimental studies are shown in Fig. 2.

The activity of Ceruloplasmin in plasma was reduced by 80.0% ($P < 0.05$) compared with control group. Most likely that nanosilver can replace copper ions in a molecule of CP. These results suggests that nanosilver is a potential anti-inflammatory agent. Also nanosilver anti-inflammatory effect was observed in histamine and korahinine models of inflammation. However, LDH activity was the same as in experimental and in the control group.

The experimental animals had reduced levels of: creatinine by 40.0% ($P < 0.05$); Urea by 24.0% ($P < 0.05$) compared with control. We can assume that nanostructured colloidal silver solution inhibits renal enzymes (Succinate dehydrase) such as mercury diuretics and furosemide. Reducing blood level of creatinine may be associated with decreasing production of creatinine by muscles and increased creatinine excretion (by increasing glomerular filtration rate). At the test animals blood plasma level of ALT and AST activity were reduced by 8.0% ($P < 0.05$), respectively, SOD and catalase 10.0% ($P < 0.05$) for each metric, alkaline phosphatase by 15.0 % ($P < 0.05$) compared with the control group, that corresponds to the biological standards for enzymes.

The level of total protein and glucose in plasma was increased by 15.0% ($P < 0.05$) relatively to control, that indicates common metabolic well-being of the body.

We carried out morphological study on the effects of nanosilver at the tissue level in parenchyma organs and blood vessels.

Experimental studies of the functional state of epithelial and connective tissue such vital organs as the liver, are significant condition in identifying of the influence of new drugs on the organism. Since the harmful effects of substances and associated abuse of physiological regeneration turn on a mechanism that increases reproductive processes in the liver. Therefore dystrophy and reparative degeneration considers as two opposite deviations of physiological regeneration from its normal course. In our experiment in each group we didn't observe any degenerative changes or signs of reparative regeneration. In general, architectonic body is preserved, there were found single cases of liver beam discomplectation, seldom hemorrhages were observed. The inner, middle and outer membrane of the veins and arteries were not altered, hepatocytes had normal shape. These characteristics were observed for all groups of test animals and control. As a result of our study was revealed unequivocal and same reaction of liver cells of experimental animals at influence all doses of study drug (Fig. 3).

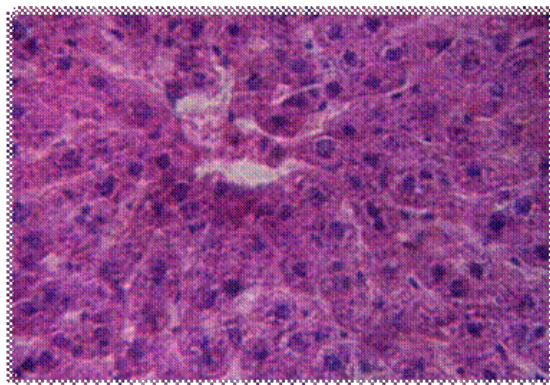


Fig. 3. histological sections of rat liver of experimental group. Colors - hematoxylin-eosin. Zoom 7x40.

In specimens kidney in control and experimental groups are clearly visible capsule, medullary and cortical layers. In cortical layer are seen renal corpuscles that have a spherical shape with a slightly rough surface. Mostly renal corpuscles are shriveled. It is non-specific reaction to the drug. The space between renal corpuscles is represented by a numerous round-shaped slices of convoluted tubules and vessels of cortex without visible changes. Tubular epithelium is unchanged in all groups and tightly adjoins to the surface of the basement membrane. Medulla is presented by homogeneously colored parenchyma, that is located in parallel with tubular apparatus and has a typical structure (Fig. 4).

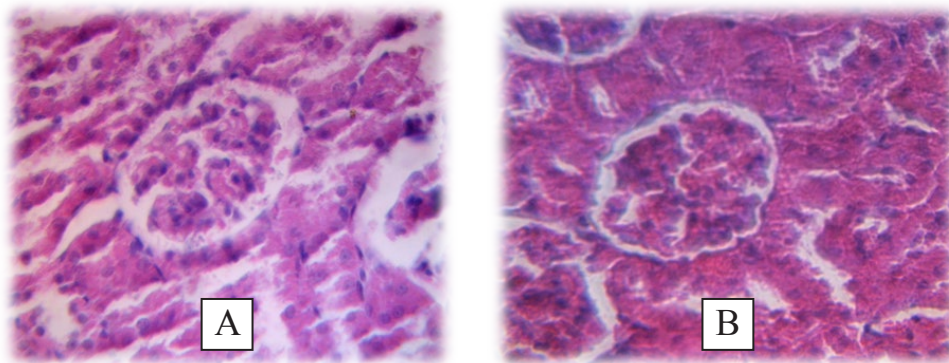


Fig. 4. histological sections of rat kidneys control (A) and experimental (B) groups. Colors - hematoxylin-eosin. Zoom 7x40.

Macroscopically brain membrane has normal color with no signs of hemorrhage, edema, or swelling of the brain tissue. In histological preparations cells have normal shape and orientation. Perivascular swellings, swellings between cells, degenerative changes in the cells are absent. Glia cells are without evidence of a pathology (Fig. 5).

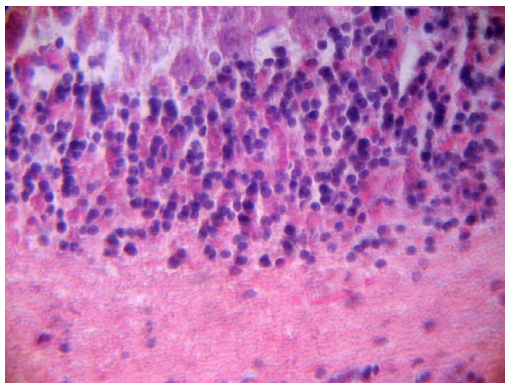


Fig. 5. histological sections of rat brain of experimental group. Colors - hematoxylin-eosin. Zoom 7x40.

Histological experimental study of specimen of adrenal glands of studied groups has shown that there are no any pathological changes. All areas of cortex are clearly expressed, connective tissue capsule is not thinned, defibrillation is not observed. Glomerular area, which is located under capsule, consists of cells that remain mainly arch-like groups of cells. The cells are located between vessels, which have native structure. From the dense connective capsule in the cortex are given off many thin layers that form the stroma of the gland (Fig. 6).

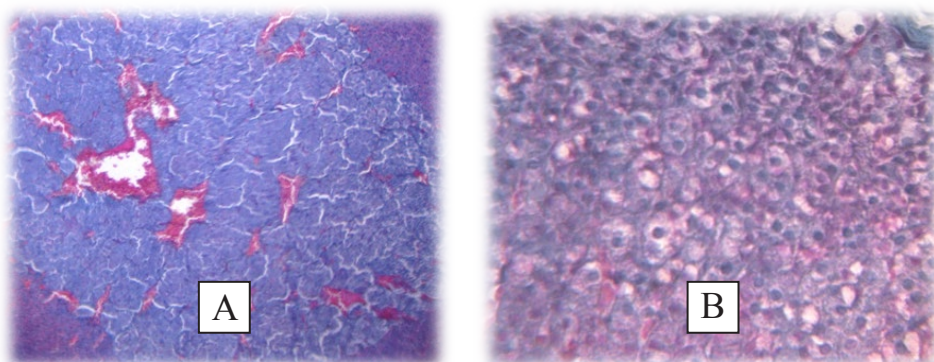


Fig. 6. histological sections of medullary (A) and cortical (B) layers of rat adrenal gland of experimental group. Colors - hematoxylin-eosin. Zoom 7x40.

Under the capsule there is the cortex. There are three areas: external glomerular formed with small rounded cells, then deeper goes zona fasciculata, there are situated larger cells, the third zone of the cortex - zona reticularis. Medulla is formed by a dense network of cellular strands that intertwine with wide sinusoidal capillaries (Fig. 6).

In the study of histological sections of the heart of the rats in the nanosilver group, the normal structure of the ventricles, atrium and interventricular septum was determined. In general, the compact myocardium was physiologically developed, the

papillary muscles and the internal relief of the ventricles of the heart correspond to the normal, the cavities of the chambers of the heart are not enlarged, the development of the aorta and pulmonary trunk is not disturbed, changes of the microhemetic-circulatory circulation are not revealed.

Conclusions. Summarizing received data we can make the following conclusions:

1) nanostructured silver is less toxic to the organism, than simple silver salts is (according to the literature);

2) From received data we can suggest that nanosilver besides antimicrobial activity, reveals an expressed anti-inflammatory activity and possible diuretic effect.

3) In our experiment in each group we didn't observe any degenerative changes or signs of reparative regeneration in the liver. In general, architectonic of the organs is preserved, there were found single cases of liver beam discomplectation, seldom hemorrhages were observed. The inner, middle and outer membrane of the veins and arteries were not altered, hepatocytes had normal shape. There were no pathological changes in the adrenal glands. Based on data obtained during the morphological study of taken specimens, we can conclude that represented changes of the structure of the tissues are not caused by the administration of nanosilver.

Prospects for further researches. Relevant and timely is further more detailed study of the impact of nanosilver colloidal solution in combination with drugs.

Conflict of interest. Absent.

References:

1. Shatorna V.F., Harets' V.I., Nef'odova O.O., Chekman I.S., Kaplunenko V.I. (2016). The role of metal nanoparticles citrate in search of new bio antagonists embryo toxicity of lead acetate. Dnipropetrovsk, «Serednyak», 118 p.
2. Shatorna V.F., Chekman I.S., Harets' V.I., Nef'odova O.O., Kaplunenko V.I. (2017). Experimental study on the impact of nanometals on embryogenesis and development of heart. Integrative antropology, 1 (29), P. P. 59-63.
3. Stefanov O. V. [Preclinical studies of drugs: guidelines]. Kiev : Avitsena, 527 p.
4. Zapadnyuk I. P., Zapadnyuk V. I., Zahariya E. A., Zapadnyuk B. V. (1983). [Laboratory animals. Breeding, content, use in experiment]. Kiev : Vysshaya shkola. General publishing, 383 p.
5. Kozhem'yakin Yu. M., Khromov O. S., Filonenko M. A., Sayretdinova H. A. (2002). [Scientific - practical advice on keeping laboratory animals and to and from them]. Kiev, 155 p.
6. Goryachkovskiy A.M. (1994). [Reference book on clinical biochemistry]. Odessa, 160-255 p.
7. Korolyuk M.A. (1988). Method for determination of catalase activity. Laboratornoe delo, 1, P. 16-19.
8. Kochetkov G.A. (1980). [Practical Guide. Enzymology]. Moscow : Vysshaya shkola, 272 p.

9. Chevari S., Chaba I., Sekey Y. (1988). The role of superoxide dismutase in oxidative processes of cells and methods of its determination in biological material. *Laboratornoe delo*, 11, P. 678-681.
10. Lakin G.F. (1990). [Biometrics]. Moscow : Vysshaya shkola, 293 p.
11. Lapach S.N., Chubenko A.V., Babich P.N. (2001) [Statistical methods in biomedical research using EXCEL]. Kiev : Morion, 408 p.
12. Mintser O.P., Ugarov B.N., Vlasov V.V. (1982) [Methods of processing medical information]. Kiev : Vyshcha shkola, 160 p.
13. Strelkov R.B. (1986) Statistical tables for accelerated quantification of the pharmacological effect. *Pharmacology and toxicology*, 4, P. 100-104.

PHILOLOGY AND LINGUISTICS

SANSKRIT “RASA-DHVANI” IN J. D. SALINGER’S FICTION (BASED ON THE ANALYSIS OF THE SHORT STORY “PRETTY MOUTH AND GREEN MY EYES”)

Mariia Foka,

Ph.D in Philology,

Postdoctoral Student of Ukrainian and Foreign Literature Chair,

Department of Philology and Journalism,

Kirovohrad Volodymyr Vynnychenko State Pedagogical University

Annotation. *The paper focuses on the reconstructing the “mechanism” of subtext meanings creation in the short story “Pretty Mouth and Green My Eyes” by J. D. Salinger. Salinger’s subtext plan has been decoded with the method of receptive poetics and the intensive form of text.*

Keywords: *subtext, J. D. Salinger, rasa-dhvani, receptive poetics, intensive form of text reading.*

J. D. Salinger’s fiction is celebrated for its depth of meaning, created primarily with subtexts. Moreover, in the process of creating a fiction text the author knowingly and masterly uses the main principles of Sanskrit Poetics, the knowledge of which is the way to the decoding of the implicit meanings of his works.

The main principle of Sanskrit Poetics, intensively used by Salinger, is the “rasa-dhvani” category, i.e. a specific symbiosis of *the dhvani*, a suggestion of an implicit sense, and *the rasa*, an esthetic emotion. Accumulating the primary meanings of *the dhvani*, and *the rasa*, the said category transforms them, and yields a new expressive means – a suggestion of an implicit esthetic emotion, poetic mood.

One of the first researchers, who traced the Indian philosophy and Japanese Zen principles in the writer’s works, was I. Galinskaya. The scholar claims that “Nine Stories” by J. D. Salinger is written according to the rasa theory, and every short-story has one dominant mood, evoking a specific emotion or feeling in readers’ minds [see: 2].

At the same time, the “mechanism” of *the rasa suggestion* functioning, namely, its emergence, intensification, and flash, has not been analyzed in sufficient depth yet. This does not give proper credit to J. D. Salinger’s subtext poetics in literature studies, in particular, and in literary art, in general. The above said considerations define **the topicality** of this paper. Its main **objective** consists in reconstructing the “mechanism” of subtext meanings creation in the short story “Pretty Mouth and Green My Eyes” by J. D. Salinger [5]. In modelling the reader’s reception of a fiction work, the tools of receptive poetics will prove effective for the analysis of emotion suggestion. In this process, both the mechanism of creating the implicit meanings and true feelings will become apparent. One of the effective methods of analysis that can help reconstruct the subtext information plan is the intensive way of text reading, also known as the slow

reading, or the analysis “under the microscope” (H. Klochek) [4, p. 33].

Empirical part. In many researchers’ opinions, Salinger’s short story “Pretty Mouth and Green My Eyes” is dominated by the *rasa of disgust* [for example, see: 2, p. 64]. Let us see how the author evokes this emotion in the reader’s mind.

The title of the short fiction under analysis – “Pretty Mouth and Green My Eyes”, suggests romantic mood and positive feelings. And readers start reading the text with this perspective in mind.

From the very beginning of the story, the author uses the definite article: “*When the phone rang, the gray-haired man asked the girl, with quite some little deference, if she would rather for any reason he didn’t answer it. The girl heard him as if from a distance, and turned her face toward him, one eye – on the side of the light – closed tight, her open eye very, however disingenuously, large, and so blue as to appear almost violet. The gray-haired man asked her to hurry up, and she raised up on her right forearm just quickly enough so that the movement didn’t quite look perfunctory*”.

The use of the definite article creates the effect of imaginary continuance of the narration about the characters, and the actions that have already been told about and that are being refreshed in the reader’s memory at the moment of reading. This gives the readers a clear idea that the described situation is typical and usual, which, in the story’s case, means that the gray-haired man has been having an affair with the girl for some time. They may be having a rest after making love at the moment described. It is depicted with the girl’s reaction to the man’s question if he can answer a call: her estrangement (“*heard him as if from a distance*”), languid manner (“*asked her to hurry up*”), relaxation and weariness (“*one eye – on the side of the light – closed tight, her open eye very, however disingenuously*”). The author points to the characters’ age difference – the advanced age of the man (“*the gray-haired man*”) and the young age of the girl (“*the girl*”).

Herewith, the telephone call alarms the readers: the man asks if he can take a call, and then he does not *just* take a call, but urges the girl to hurry up with the answer, bringing the feeling that she is slow; and her answer implies a shade of meaning that the situation (the call and everything that will follow it) gets her bored to some extent. These meanings are invoked by her deliberation (“*She cleared her hair back from her forehead with her left hand and said...*”), and her exclamation “God” (“*God. I don’t know. I mean what do you think?*”). Also, the readers can see the man’s annoyance in his reaction (“*The gray-haired man said he didn’t see that it made a helluva lot of difference one way or the other*”).

The readers can suppose that the characters both know who can call at this moment, and this call is uncomfortable and uneasy for them. This is the first hint of the disgust feeling that is softly suggested to the readers.

The image of the gray-haired man is portrayed with explicitly significant lines: “*He reached for the phone with his right hand. To reach it without groping, he had to raise himself somewhat higher, which caused the back of his head to graze a corner of the lampshade. In that instant, the light was particularly, if rather vividly, flattering*”.

to his gray, mostly white, hair. Though in disarrangement at that moment, it had obviously been freshly cut or, rather, freshly maintained. The neckline and temples had been trimmed conventionally close, but the sides and top had been left rather more than just longish, and were, in fact, a trifle “distinguished-looking.” “Hello?” he said resonantly into the phone”.

Firstly, there is some clumsiness (“To reach it without groping, he had to raise himself somewhat higher, which caused the back of his head to graze a corner of the lampshade”). Secondly, the accent on the gray hair underlines both his age and his attractive look (“In that instant, the light was particularly, if rather vividly, flattering to his gray, mostly white, hair”); and the emphasis of the man’s new haircut stresses his respectable and presentable appearance (“Though in disarrangement at that moment, it had obviously been freshly cut or, rather, freshly maintained. The neckline and temples had been trimmed conventionally close, but the sides and top had been left rather more than just longish, and were, in fact, a trifle “distinguished-looking””). Thirdly, the man’s vivacity is emphasized (“Hello?” he said resonantly into the phone”).

All the above mentioned poetic details create an impression of a self-confident man.

And the girl is depicted, in the first place, as detached, if not indifferent: “The girl stayed propped up on her forearm and watched him. Her eyes, more just open than alert or speculative, reflected chiefly their own size and color”.

And at that moment, the third main character of the story is introduced – Arthur, whose voice suggests an impression of a confused, nervous, very sad, and compulsive man: “A man’s voice – stone dead, yet somehow rudely, almost obscenely quickened for the occasion – came through at the other end”.

The readers’ anticipation of what might happen appears to be true – the gray-haired man (Lee) emphasizes to the girl *who* is calling, – it is her husband. Lee checks his interlocutor’s name, though he heard it quite well:

“Lee? I wake you?”

The gray-haired man glanced briefly left, at the girl. “Who’s that?” he asked. “Arthur?”

“Yeah – I wake you?”

But the girl does not feel sorry or nervous; she is just following the phone talk: “The gray-haired man looked left again, but high this time, away from the girl, who was now watching him rather like a young, blue-eyed Irish policeman”.

At the same time, Arthur feels uncomfortable about his late call, and his uneasiness is highlighted with his asking if he does not disturb: “Lee? I wake you?” – “Yeah – I wake you?” – “You sure I didn’t wake you? Honest to God?”.

And only when he is sure that everything is all right (“No, no – absolutely,” the gray-haired man said. “As a matter of fact, I’ve been averaging about four lousy hours –”), he tells Lee what is really on his mind – he is asking if Lee knows with whom Joanie left a large party (“The reason I called, Lee, did you happen to notice when Joanie was leaving? Did you happen to notice if she left with the Ellenbogens, by any chance?”).

In the reader's reception, Lee's liveliness, Joanie's indifference, and Arthur's worries are strengthening the emotion of disgust.

But Lee is not prompt with his answer, probing the situation: *"Didn't she leave with you?"*. And he offers an air-tight alibi: *"Well, no, as a matter of fact, I didn't, Arthur," the gray-haired man said. "Actually, as a matter of fact, I didn't see a bloody thing all evening. The minute I got in the door, I got myself involved in one long Jesus of a session with that French poop, Viennese poop – whatever the hell he was. Every bloody one of these foreign guys keep an eye open for a little free legal advice. Why? What's up? Joanie lost?"*.

Such a smart orientation in the situation characterizes Lee as an experienced, reasonable, and shark lawyer. When he gets to know that Arthur phoned the Ellenbogens, and they are not at home either, he tries to persuade Arthur that Joanie may be with them and there is no reason to worry about, and soon she will come back home: *"In the first place, if I know the Ellenbogens, they probably all hopped in a cab and went down to the Village for a couple of hours. All three of 'em'll probably barge –", "You know the Ellenbogens, for Chrissake. What probably happened, they probably missed their last train. All three of 'em'll probably barge in on you any minute, full of witty, night-club –", "All three of 'em'll probably waltz in on you any minute. Take my word. You know Leona. I don't know what the hell it is – they all get this god-awful Connecticut gaiety when they get in to New York. You know that"*.

Arthur's nervousness is accentuated with the fact that Lee is trying to calm him: *"All right, try to take it a little easy, now, Arthur..."*, *"Well, just try to take it a little..."*, *"All right, now, listen. Relax. Just relax..."*, *"All right. All right. So what? Will ya sit tight and relax, now?"*.

Arthur is uncontrolled, he loses his temper, being overwhelmed with pain and despair. He is well aware of Joanie's frivolous nature, thus predicting that she may be having an affair: *"You know her when she gets all tanked up and rarin' to go"* and *"I have a feeling she went to work on some bastard in the kitchen. I just have a feeling. She always starts necking some bastard in the kitchen when she gets tanked up"*.

Arthur cannot stand such a life anymore: *"I know one thing. I know one goddam thing. I'm through beating my brains out. I mean it. I really mean it this time. I'm through. Five years. Christ"* and *"I'm through. I swear to God I mean it this time. Five goddam –"*. He is overcome with utter despair, getting aware that he is losing the meaning of life.

Such unrestraint and excessive frankness might be understood, as he is tipsy: *"What are ya – drunk, or what?"*, *"I don't know. How the hell do I know?"*, and *"Make yourself a nice, big nightcap, and get under the –"*, *"Nightcap! Are you kidding? Christ, I've killed about a quart in the last two goddam hours. Nightcap! I'm so plastered now I can hardly –"*.

The situation is evoking more disgust in readers who know that Arthur is not mistaken. Moreover, Joanie is with Lee at the moment of the conversation who tries to give advice to her cheated husband: *"Look, Arthur. You want my advice? [...]" "I mean*

this, now. You want some advice?". And the readers feel indignation when Lee says the following utterance: *"For all you know, you're making – I honestly think you're making a mountain –"*.

But the conversation is on a new level. Arthur begins talking about his life with Joanie: he lives in constant fear that she has an affair (*"Wait a second – I'll tell ya, God damn it. I practically have to keep myself from opening every goddam closet door in the apartment – I swear to God. Every night I come home, I half expect to find a bunch of bastards hiding all over the place. Elevator boys. Delivery boys. Cops –"*).

Meanwhile, the gray-haired man tries to put Arthur at ease, subconsciously accepting the truth of Joanie's adultery: *"All right. All right. Let's try to take it a little easy, Arthur..."*. Subconsciously, he wants to solve their love triangle conflict, as can be seen from his utterance that follows: *"Let's try to take it a little easy"*. And he is a little on the nervous side, this moment shows it: *"He glanced abruptly to his right, where a cigarette, lighted some time earlier in the evening, was balanced on an ashtray. It obviously had gone out, though, and he didn't pick it up"*. The image of a cigarette expresses his real wish to steady his nerves.

The gray-haired man shows the situation from a new point: *"As a matter of fact, you actually inspire Joanie –"*. Lee sees Joanie in a different way: *"You're bloody lucky she's a wonderful kid. I mean it. You give that kid absolutely no credit for having any good taste – or brains, for Chrissake, for that matter –"*.

But the situation is getting aggravated by Arthur:

"Brains! Are you kidding? She hasn't got any goddam brains! She's an animal!"

The gray-haired man, his nostrils dilating, appeared to take a fairly deep breath. *"We're all animals,"* he said. *"Basically, we're all animals."*

"Like hell we are. I'm no goddam animal. I may be a stupid, fouled-up twentieth-century son of a bitch, but I'm no animal. Don't gimme that. I'm no animal."

Arthur's words are a heart cry (*"She's an animal!"*), and the gray-haired man's reaction demonstrates not only his good attitude to Joanie (*"The gray-haired man, his nostrils dilating, appeared to take a fairly deep breath."*), but his taking Arthur's words in his own address, subconsciously admitting his guilt (*"We're all animals,"* he said. *"Basically, we're all animals"*).

And the gray-haired man makes another attempt to solve the conflict, with the following words confirming it: *"Look, Arthur. This isn't getting us –"*.

But Arthur notices no signs, being deeply engrossed in his feelings. He comes back to his wife's portrayal: *"Brains. Jesus, if you knew how funny that was. She thinks she's a goddam intellectual. That's the funny part, that's the hilarious part. She reads the theatrical page, and she watches television till she's practically blind – so she's an intellectual. You know who I'm married to? You want to know who I'm married to? I'm married to the greatest living undeveloped, undiscovered actress, novelist, psychoanalyst, and all – around goddam unappreciated celebrity-genius in New York. You didn't know that, didja? Christ, it's so funny I could cut my throat. Madame Bovary at Columbia Extension School. Madame –"*.

At the same time, the gray-haired man is more agitated than ever before – he needs to light up: *“All right, all right. You realize this isn’t getting us anyplace,” the gray-haired man said. He turned and gave the girl a sign, with two fingers near his mouth, that he wanted a cigarette”.*

But, again, Arthur brings up the subject that is torturing him – his wife loves men: *“Brains. Oh, God, that kills me! Christ almighty Did you ever hear her describe anybody – some man, I mean? Sometime when you haven’t anything to do, do me a favor and get her to describe some man for you. She describes every man she sees as ‘terribly attractive.’ It can be the oldest, crummiest, greasiest –”*

“All right, Arthur,” the gray-haired man said sharply. “This is getting us nowhere. But nowhere”.

And, subconsciously, the gray-haired man tries to solve their love triangle conflict which can be elicited from the following words: *“This is getting us nowhere. But nowhere”.* But, instead, he’s becoming even more unnerved, and the girl lights up cigarettes both for him and herself: *“He took a lighted cigarette from the girl. She had lit two”.*

Lee sharply interrupts Arthur’s speech, because he takes the latter’s words *“the oldest, crummiest, greasiest men”* in his own address (and so do readers). He thinks that the conversation is getting them to nowhere and he changes the topic – the discussion of their work. Arthur and Lee are colleagues. The readers guess that Lee is a successful lawyer, but Arthur is not. It is understood with Lee’s question if Arthur lost, as it was expected: *“So what happened? You lose?” – “You lose, then, or what?” – “I said, Did you lose?”.* And the readers get to know that Arthur lost some lawsuit and now he exonerates himself: *“All right, so I lost the goddam case. In the first place, it wasn’t my fault”.*

So Arthur appears as a failure and an unlucky person. He feels that he can be thrown out of work and thinks about a new place of work, although he does not like this idea: *“I may go back in the Army anyway” and “Yeah. I may. I don’t know yet. I’m not crazy about the idea, naturally, and I won’t go if I can possibly avoid it. But I may have to. I don’t know. At least, it’s oblivion. If they gimme back my little helmet and my big, fat desk and my nice, big mosquito net it might not –”.*

Arthur has not actualized himself in the professional sphere and in the private life, and his future appears to be unsuccessful, either. As far as his private life is concerned, Arthur notes: *“We’re mismated, that’s all. That’s the whole simple story. We’re just mismated as hell”.*

At the same time, he loved Joanie very much and he still loves her, with his love being his big weakness: *“I’m too goddam weak for her. I knew it when we got married – I swear to God I did. I mean you’re a smart bastard, you’ve never been married, but every now and then, before anybody gets married, they get these flashes of what it’s going to be like after they’re married. I ignored ‘em. I ignored all my goddam flashes. I’m weak. That’s the whole thing in a nutshell”.*

Due to that weakness, the reader feels pity to Arthur, the pity bordering on disgust

– he has failed to take his life under control, being weak and unsuccessful, according to his own estimation: *“Certainly I’m weak! Certainly I’m weak! God damn it, I know whether I’m weak or not! If I weren’t weak, you don’t think I’d’ve let everything get all – Aah, what’s the use a talking? Certainly I’m weak...”*

While Arthur is talking, the gray-haired man and the girl, in their turn, are feeling nervous. To suggest this condition, J. D. Salinger chooses the process of lighting up, a typical method, used by people to calm down: *“The gray-haired man turned his head to see what the girl was doing. She had picked up the ashtray and was putting it between them”, “With his left hand, the gray-haired man shaped the ash of his cigarette on the rim of the ashtray”, “She had just overturned the ashtray with her knee and was rapidly, with her fingers, brushing the spilled ashes into a little pick-up pile”, “the gray-haired man said, accepting a freshly lighted cigarette from the girl”*.

The gray-haired man’s uneasiness causes his slips of the tongue that are unaccepted for such a successful lawyer (they emphasize his nervous condition), being definite clues for Arthur to grasp the real situation, but Arthur’s nervousness prevents him from thinking logically.

And the talk is on the new level – Arthur recollects his past, speaking about Joanie: *“She’s pathetic, I tellya. I watch her when she’s asleep, and I know what I’m talkin’ about. Believe me”, “Well, that’s something you know better than – I mean that’s out of my jurisdiction,” the gray-haired man said*”.

And the talk is getting on the new level again – Arthur recollects his past, speaking about his Joanie: *“Christ! Every time I get all set to put my foot down, we have dinner out, for some reason, and I meet her somewhere and she comes in with these goddam white gloves on or something. I don’t know. Or I start thinking about the first time we drove up to New Haven for the Princeton game. We had a flat right after we got off the Parkway, and it was cold as hell, and she held the flashlight while I fixed the goddam thing – You know what I mean. I don’t know. Or I start thinking about – Christ, it’s embarrassing – I start thinking about this goddam poem I sent her when we first started goin’ around together. “Rose my color is, and white, Pretty mouth and green my eyes.” Christ, it’s embarrassing – it used to remind me of her. She doesn’t have green eyes – she has eyes like goddam sea shells, for Chrissake – but it reminded me anyway ... I don’t know”*.

So in *this* Joanie he saw *that* Joanie he loved, *that* Joanie whom he still loves in *this* Joanie. And this image is generated with a few details that symbolize his true love “from the past”. Let us see: *“Every time I get all set to put my foot down, we have dinner out, for some reason, and I meet her somewhere and she comes in with these goddam white gloves on or something. I don’t know”*. So, readers can guess that *“these goddam white gloves on or something”* are the symbols of that Joanie, evoking the image of that Joanie.

The more so, the author differentiates the Joanie “from the past” and the Joanie “from nowadays” by the colour of her eyes: green eyes of the Joanie “from the past” – fine, beautiful, and romantic (*“and green my eyes”*); and blue eyes (blue colour

is created with the image of sea shells: “*eyes like goddam sea shells*”) of the Joanie “from nowadays” – detached, selfish, and estranged.

These thoughts evoke more feelings in Author, and now he tries to remember why he loves her: “*She bought me a suit once. With her own money. I tell you about that?*” – “*No, I –*”.

“She just went into I think Tripler’s and bought it. I didn’t even go with her. I mean she has some goddam nice traits. The funny thing was it wasn’t a bad fit. I just had to have it taken in a little bit around the seat – the pants – and the length. I mean she has some goddam nice traits”.

And now, Lee is losing his patience, because it is unbearable for him to listen to the details of Arthur’s private life: “*Now, Arthur: Listen. That isn’t going to do any good...* ”.

Arthur’s idea of coming over to Lee’s place, because he needs a shoulder to cry on, seems shocking to Lee. It accentuates the feeling of disgust about the situation the three of them are in:

“Could I come over to your place for a drink? Would ja mind?”

The gray-haired man straightened his back and placed the flat of his free hand on the top of his head, and said, “Now, do you mean?”

“Yeah. I mean if it’s all right with you. I’ll only stay a minute. I’d just like to sit down somewhere and – I don’t know. Would it be all right?”

“Yeah, but the point is I don’t think you should, Arthur,” the gray-haired man said, lowering his hand from his head. “I mean you’re more than welcome to come, but I honestly think you should just sit tight and relax till Joanie waltzes in. I honestly do. What you want to be, you want to be right there on the spot when she waltzes in. Am I right, or not?”

“Yeah. I don’t know. I swear to God, I don’t know.”

“*Well, I do, I honestly do,*” the gray-haired man said”.

Joanie has the same feeling of disgust, though she easily disengages herself from this situation:

“God, I feel like a dog!”

“Well,” the gray-haired man said, “it’s a tough situation. I don’t know how marvellous I was.”

“You were. You were wonderful,” the girl said. “I’m limp. I’m absolutely limp. Look at me!”

The gray-haired man looked at her. “Well, actually, it’s an impossible situation,” he said. “I mean the whole thing’s so fantastic it isn’t even–”

“Darling – Excuse me,” the girl said quickly, and leaned forward. “I think you’re on fire.” She gave the back of his hand a short, brisk, brushing stroke with the flats of her fingers. “No. It was just an ash.” She leaned back. “No, you were marvellous,” she said. “God, I feel like an absolute dog!”

“*Well, it’s a very, very tough situation*”.

At the same time, the gray-haired man analyzes this situation both from the

professional point of view (*"I don't know how marvellous I was"*), and the moral position (*"Well, it's a very, very tough situation"*).

And Lee is banged up about this – readers understand it due to the image of a cigarette: *"He picked his cigarette out of the ashtray – that is, selected it from an accumulation of smoked and halfsmoked cigarettes. He dragged on it and said..."* or *"He squashed out his cigarette"*.

But at that moment Arthur calls again with a very likely story (especially for such a lawyer-failure) that Joanie has just come back home: *"Yeah. What happened was, apparently Leona got stinking and then had a goddam crying jag, and Bob wanted Joanie to go out and grab a drink with them somewhere and iron the thing out. I don't know. You know. Very involved. Anyway, so she's home. What a rat race. Honest to God..."*.

This call emphasizes the depth of the love feeling – self-sacrifice and forgiveness: *"I think it's this goddam New York. What I think maybe we'll do, if everything goes along all right, we'll get ourselves a little place in Connecticut maybe. Not too far out, necessarily, but far enough that we can lead a normal goddam life. I mean she's crazy about plants and all that stuff. She'd probably go mad if she had her own goddam garden and stuff. Know what I mean? I mean –except you – who do we know in New York except a bunch of neurotics? It's bound to undermine even a normal person sooner or later. Know what I mean?"*.

Thus, Arthur is ready to grant them the second chance: *"I mean she's a helluva good kid basically, and if we have a chance to straighten ourselves out a little bit, we'd be goddam stupid not to at least have a go at it"*.

Also, he is ready to work for being together and for staying engaged in their relationship and in the professional sphere (*"What I think maybe we'll do, if everything goes along all right, we'll get ourselves a little place in Connecticut maybe. Not too far out, necessarily, but far enough that we can lead a normal goddam life. I mean she's crazy about plants and all that stuff. She'd probably go mad if she had her own goddam garden and stuff"* and *"While I'm at it, I'm also gonna try to straighten out this lousy bedbug mess, too. I've been thinking"*).

And this deep and sincere love feeling wakes a terrible guilt that Lee subconsciously carries within him and now he admits it – he covers his eyes with the hand, a gesture that demonstrates his authentic guilt and shame. The proof for this observation can be found in the passage from the story as follows: *"Listen, I just thought you'd want to know. Joanie just barged in."*

"What?" said the gray-haired man, and bridged his left hand over his eyes, though the light was behind him.

"Yeah. She just barged in. About ten seconds after I spoke to you. I just thought I'd give you a ring while she's in the john. Listen, thanks a million, Lee. I mean it – you know what I mean. You weren't asleep, were ya?"

"No, no. I was just – No, no," the gray-haired man said, leaving his fingers bridged over his eyes. He cleared his throat".

And the feeling of guilt and maybe the feeling of disgust to himself become so unbearable for the gray-haired man that he breaks off that hard talk: *“Listen, Arthur,” the gray-haired man interrupted, taking his hand away from his face, “I have a helluva headache all of a sudden. I don’t know where I got the bloody thing from. You mind if we cut this short? I’ll talk to you in the morning – all right?” He listened for another moment, then hung up”.*

The end of this short story is rich in meaning, too: *“Again the girl immediately spoke to him, but he didn’t answer her. He picked a burning cigarette – the girl’s – out of the ashtray and started to bring it to his mouth, but it slipped out of his fingers. The girl tried to help him retrieve it before anything was burned, but he told her to just sit still, for Chrissake, and she pulled back her hand”.*

At the end, the tension reaching its culmination point is depicted with such details: Joanie is nervous (*“Again the girl immediately spoke to him, but he didn’t answer her” or “He picked a burning cigarette – the girl’s – out of the ashtray and started to bring it to his mouth, but it slipped out of his fingers”*), and the gray-haired man, that was so professional during the conversation, loses his control, feeling guilt and shame, that evoke the feeling of disgust. The image of a cigarette and the process of lighting up are used to emphasize this sense of disgust (*“He picked a burning cigarette – the girl’s – out of the ashtray and started to bring it to his mouth, but it slipped out of his fingers” and “he told her to just sit still, for Chrissake, and she pulled back her hand”*).

From there, every character feels disgust, although not everyone is fully aware of it. The gray-haired man feels disgust that he has an affair with Joanie, maybe, he feels disgust to Joanie, to her egoism (he does not want to contact with her at the very end: *“he told her to just sit still, for Chrissake...”*). Arthur feels disgust to himself, because he cannot give up his love. And the girl feels disgust, because she is unfaithful to her husband who really loves her very much.

To crown it all, it is the readers who feel disgust: the disgust to Lee and Joanie who have an affair, and even the disgust to Arthur, mingled with pity, because he cannot abandon his unfaithful love, with all these facts contributing to the rasa-dhvani of disgust.

The situation remains unsolved, and it stiffens the feeling of disgust. But anyway, it is obvious that this love triangle has no future: the image of ash, accompanying the narration, shows it, symbolizing the characters’ bad psychological condition, highlighting destruction, extinction, and repentance.

The rasa-dhvani of disgust is suggested by both the message of the short-story and some symbolic images and poetic details, and the sound shaping of the text. In Sanskrit Poetics, the sound shaping of the text indicates that the rasa has been paid special attention to. And Salinger masterly uses this “sound” method – the feeling of disgust is invoked by stops and fricatives, preceding the sonant *r*. This specific feature can be observed in the title of the story “Pretty Mouth and Green My Eyes” (in the words pretty, and green), in the text of the story where the words gray-haired, Christ, Chrissake, ashtray are frequently repeated, in the use of other words, such as brains, brushing, briefly, dragging, transmitter, throat, grown etc.

As we know from “Natyashastra”, the tractate where the rasa theory is presented, the rasa of disgust is associated with blue and deep blue colours [1, p. 98]. Thus, the colour of the girl’s eyes mildly invokes disgust, too: “*her open eye very, however disingenuously, large, and so blue as to appear almost violet*”, “*watching him rather like a young, blue-eyed Irish policeman*” or “*she has eyes like goddam sea shells*” (blue is suggested with the image of sea).

In accordance with Sanskrit Poetics, Salinger masterly intensifies the dominant feeling (*rasa*) – disgust that is strengthened and expressed with other feelings, such as despair, anxiety, worry, pity, uneasiness etc. For example, J. D. Salinger invokes the feeling of disgust with acoustic images (e.g. the sound shaping of the text, or words with specific emotional connotations: *Christ* or *Chrissake*), with visual images (e.g. the imaginative picture of sprinkled ashes in the middle of the bed – “*She had just overturned the ashtray with her knee and was rapidly, with her fingers, brushing the spilled ashes into a little pick-up pile*”, or dropped cigarette on the bed – “*He picked a burning cigarette – the girl’s – out of the ashtray and started to bring it to his mouth, but it slipped out of his fingers. The girl tried to help him retrieve it before anything was burned, but he told her to just sit still, for Chrissake, and she pulled back her hand*”), with discussing the “disgusting” situation (e.g. the men’s conversation). And with the smell of “*smoked and halfsmoked cigarettes*” that accompanies their talk throughout the story.

And it is the disgust emotion that really impresses the readers. The famous screenwriter, sought-after script author, and consultant K. Iglesias notices that “the great storytelling is about one thing only – engaging the reader emotionally” [3, p. 10]. And emotion is the main goal of art: “If you keep emotion at the forefront of your scenes, your words will disappear, and readers will lose themselves in the script” [3, p. 228].

Scholarly novelty of the research findings. For the first time the short story is analyzed from the receptive poetics perspective and with the intensive form of text reading that give an opportunity to reconstruct the “mechanism” of subtext meanings creation, to decode authentic feelings, and trace the process of emotion suggestion.

Theoretical and practical meaning of the research findings. The results of our research prove that subtext theory, currently being in the active stage of its development, can form a reliable methodological framework in literary studies. Furthermore, these results can find their application in the study of J. D. Salinger’s poetics and works.

Conclusions. In accordance with the principles of Sanskrit Poetics, in his short story “Pretty Mouth and Green My Eyes” J. D. Salinger creates the *rasa-dhvani* of disgust on different levels: explicit and implicit (with symbols, poetic details etc.), developing the theme of betrayal. The author intensively uses the main principles of Sanskrit Poetics that enable him to create and suggest different implicit emotions and meanings. It is Sanskrit Poetics, the knowledge of which gives readers an opportunity to decode subtexts in the author’s works to understand authentic feelings. In sum, the results of this paper open a new perspective in the subtext poetics studies of J. D. Salinger’s fiction, in particular, and of other fiction works, in general.

References:

1. Bharata (2010). *Natyashastra*. East poetological works: image, style, and genre. Moscow, Vost. lit., P. 83–152. (In Russian).
2. Galinskaja, I. L. (1975). *Philosophical and aesthetical principles of J. D. Salinger's poetics*. Moscow, Nauka, 112 p. (In Russian).
3. Iglesias, Karl. (2005). *Writing for Emotional Impact: Advanced dramatic techniques to attract, engage, and fascinate the reader from beginning to end*. Livermore, California: WingSpan Press, 240 p.
4. Kloček, H. (2007). *The energy of an artistic word*. Kirovohrad, RVV KDPU im. V. Vynnychenka, 448 p. (In Ukrainian).
5. Salinger, J.D. *Pretty Mouth and Green My Eyes*. *The New Yorker*, 1951, July 14, pp. 20–24.

Modern Science — Moderní věda
№ 3 — 2017

scientific journal / vědecký časopis

The authors are responsible for exactness of the facts, quotations, scientific terms, names of owns, statistics and of other information.

The publication or its part cannot be reproduced without the consent of the administration of the journal or authors of the publications. The editors may not share opinions and ideas of the authors, which contained in the publi-

cations.

Autoři publikací jsou odpovědní za správné udání faktů, citát, vědeckých pojmů, jmen, statistických údajů.

Publikace nebo jakákoli část této publikace nesmí být reprodukována bez souhlasu redakční rady nebo autorů publikace. Redakce a redakční rada mají právo nesdílet názory a myšlenky, které jsou obsaženy v publikacích.

Východoevropské centrum základního výzkumu oznamuje možnost publikování v českém vědeckém časopise «Modern Science — Moderní věda» vědeckých článků (výsledků vědeckého výzkumu). Časopis má oficiální potvrzení o evidenci periodického tisku v České republice, evidenční číslo MK 53506/2013 OMA, MK ČR E 21453. Časopis je na seznamu Východoevropského centra základního výzkumu EECFR jako vědecký časopis. Časopisy se rozesílají základním evropským univerzitám a výzkumným institucím a do Nobelové nadace (Švédsko).

Časopis je vytvořen pro zveřejnění vědeckých děl, provedených vědci ze střední a východní Evropy. Publikace vědeckých článků je v angličtině, češtině a ruštině.

Zakladatelé časopisu: Východoevropské centrum základního výzkumu (Praha, Česká republika), Inovační park — společnost «Nemoros» (Praha, Česká republika). Oficiální zástupce časopisu v Ukrajině je Výzkumný ústav sociálně-ekonomického rozvoje (web-stránka: <http://sried.in.ua>).

Prioritní témata časopisu:

1. Výsledky základního výzkumu.
2. Stabilní rozvoj, moderní technologie a ekologie.
3. Průmyslové a manažerské inovace.
4. Ekonomie, sociologie, politologie, veřejná komunikace.
5. Mezinárodní vztahy, státní správa a právo.
6. Filozofie, historie, psychologie, pedagogika, lingvistika.
7. Design, umění a architektury.
8. Fyzika, astronomie, matematika, informatika.
9. Chemie, biologie, fyziologie, medicína, zemědělství.
10. Doprava, spoje, stavebnictví, komunální služby.

edice 350 kopií