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of Modern Science  
Development**

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## ***SECTION I. Physical sciences***

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### **NUMERALIZATION OF A PERSON ON THE TOPIC OF «MALE – FEMALE»**

Let us continue to tell our astrological fairy-tales sharing how having only astrological data (the longitudes of the planets obtained from astronomical almanacs) and a large amount of experimental material (people's birth dates and certain peculiarities of their fates) and using mathematical statistics methods we may confirm the efficiency of the astrological themes that we have already reviewed [1].

From time to time every one of us has to answer the question asked by our society: *And what is Ivan (or Maria) like?* And usually our first reactions are like: a real woman, a sissy man, a hard-hearted woman, she is like a colonel wearing a skirt – she embodies so few female characteristics, a man you can't rely on, she's more of a man than a woman, etc. The present day may be characterized as an attempt to massively digitize (numeralize) everything including documents, books in libraries, employees in a company. Moreover, year 1968 gave birth to a new scientific field in the USSR which was devoted to the methods and problems of comprehensive quantitative determination of quality of any objects (animate or inanimate; things or processes). The author of this academic discipline called qualimetry is Azgaldov Garry Gaykovich [4].

And we would also like to precisely numeralize a person: can we measure the quantity of male characteristics in one given man, or female characteristics – in one given woman? Let us not reinvent the wheel since it is already known in astrology, the oldest science. Our task is to check based on the large amount of experimental material how well this astrological “wheel” works. In qualimetry each object is determined by several numerical characteristics, and some formula puts them together in one value, and we get, for example, the assessment of the quality of company manager's work. In order for our “wheel” to work we need to know the following:

- whether on the person's birth date the planets Sun, Moon, Venus and Mars fall in the male or female Zodiac signs (we should find the answer in the astronomical almanac or in [2,3]);

- using the astrological formula we estimate the value, i.e. the quantity of male characteristics in a man and female characteristics in a woman (since I do not know the author of the formula I refer to the courses of the School of Scientific Astrology founded and directed by Bezborodniy Sergey Dmitrievich, doctor of medicine, doctor of astrology and the school's lecturer [5].

The male Zodiac signs are the constellations: Aries, Gemini, Leo, Libra, Sagittarius and Aquarius. The female Zodiac signs are Taurus, Cancer, Virgo, Scorpio, Capricorn and Pisces. The functions and importance of the Sun, the Moon, Venus and Mars in the subject of "male-female" are perfectly determined in a professional and methodical manner by Vasilisa Volodina, the astrologist and expert in a TV program "Let's get married", in her book [6].

In translation into the language of qualimetry every our object is presented by four characteristics: the first one is the "sex" of the Sun's zodiac sign with the value "male", let it be number "0", and the value "female" expressed by number "1"; then the second characteristic recorded in the same way for the Moon, and the same for the next two planets. And the value determination formula gives one of 10 digital numbers: 37 (the lowest value), 50, 62-63, 75, 87-88, 100, 112-113, 125, 138, 150 (the highest value).

Example: Sir Winston Leonard Spencer-Churchill, date of birth 30.11.1874. On the astronomical website [www.astro.com/swisseph/ae/1800/ae\\_1874.pdf](http://www.astro.com/swisseph/ae/1800/ae_1874.pdf) we find the longitudes of the planets: the Sun - 7°39' of Sagittarius, the Moon - 29°37' of Leo, Venus - 22°3' of Sagittarius, Mars - 16°31' of Libra. All four signs are male (mmmm), correspondingly, Sir Winston has the highest value "male" – 150. I doubt that anyone would find it irrelevant.

In our database of public persons [4] (and the inner circle) there are 416 men and 443 women. Table 1 gives some examples of men and women with the values 150 and 138. Table 2 gives the values – 50 and 37. We should remind that the value is determined only by the date of person's birth, the person has the value from the cradle. And certainly a person is evaluated in all the aspects, and the surface beauty has by no means the top priority here.

Table 1

Random examples of those who have the highest values 150 and 138

<b>Surname, Name and Patronymic</b>	<b>Date of birth</b>	<b>Charac-teristics</b>	<b>Value</b>	<b>Surname, Name and Patronymic</b>	<b>Date of birth</b>	<b>Charac-teristics</b>
			<b>150</b>			
Astakhov Sergey	28.05.1969	mmmm		Akhmatova Anna	23.06.1889	ffff
Bodarchuk Sergey	25.09.1920	mmmm		Juliette Binoche Brodskaya	09.03.1964	ffff
Douglas Michael	25.09.1944	mmmm		Katerina	28.12.1990	ffff
Duhovny David	07.08.1960	mmmm		Buzova Olga	20.01.1986	ffff
Kalnynsh Ivar	01.08.1948	mmmm		Golubkina Maria	22.09.1973	ffff
Leonidov Maksim Makarevich	13.02.1962	mmmm		Kiknadze Natalya Krepkogorskaya	05.03.1978	ffff
Andey	01.08.1948	mmmm		Muza	09.07.1924	ffff
Malikov Dmitriy	29.01.1970	mmmm		Crawford Cindy	20.02.1966	ffff
Porokhovshchikov Aleksandr	31.01.1939	mmmm		Parillaud Anne	06.05.1960	ffff
Roosevelt Franklin	30.01.1882	mmmm		Utyasheva Lyasan	28.06.1985	ffff
Wilde Oscar	16.10.1854	mmmm		Shpigel Svetlana	12.11.1981	ffff
			<b>138</b>			
Andreev Boris	09.02.1915	mmfm		Alentova Vera	21.02.1942	ffmf
Basov Vladimir	28.07.1923	mmfm		Dietrich Marlene	27.12.1901	ffmf
Efremov Oleg Konchalovsky	01.10.1927	mmfm		Zarubina Olga Mikhaylova	29.08.1958	ffmf
Andrey	01.10.1927	mmfm		Darya	22.02.1965	ffmf
Lennon John	09.10.1940	mmfm		Polishchuk Lubov	21.05.1949	ffmf
McCartney Paul	18.06.1942	mmfm		Pryeva Lionella Sudzilovskaya	15.03.1938	ffmf
Nagiev Dmitry	04.04.1967	mmfm		Olesya	20.05.1974	ffmf
Petrenko Igor	23.08.1977	mmfm		Stone Sharon	10.03.1958	ffmf
Prince William	21.06.1982	mmfm		Taylor Elizabeth Totmyanina	27.02.1932	ffmf
Urgant Ivan	17.04.1978	mmfm		Tatyana	02.11.1981	ffmf
Khrushchev Nikita	15.04.1894	mmfm		Tsyvina Itina	01.07.1963	ffmf



Table 2

Random examples of those who have the lowest values 50 and 37

Surname, Name and Patronymic	Date of birth	Charac-teristics	Оценка	Surname, Name and Patronymic	Date of birth	Charac-teristics
			<b>50</b>			
Abramovich Roman	24.10.1966	ffmf		Akhmadulina Bella	10.04.1937	mmfm
Beckham David Vitorgan	05.05.1975	ffmf		Tolstaya Sophia Beckham	22.08.1844	mmfm
Emmanuil	27.12.1939	ffmf		Victoria	17.04.1974	mmfm
Dibrov Dmitry	14.11.1959	ffmf		Jolie Angelina	04.06.1975	mmfm
Jackson Michael	29.08.1958	ffmf		Zhukova Darya Mikhalkova	08.06.1981	mmfm
Menshikov Oleg	08.11.1960	ffmf		Tatyana Orbakaite	14.02.1947	mmfm
Meshi Gela	13.05.1986	ffmf		Kristina	25.05.1971	mmfm
Olivier Laurence Patolichev	22.05.1907	ffmf		Snigir Yulia	02.06.1983	mmfm
Nikolay	23.09.1908	ffmf		Winslet Kate	05.10.1975	mmfm
Tolstoy Lev	09.09.1828	ffmf		Churikova Inna Shutova	05.10.1943	mmfm
Hutton Jim	04.01.1949	ffmf		Anastasia	23.10.1986	mmfm
			<b>37</b>			
Grachevsky Boris	18.03.1949	жжжж		Bondarchuk Svetlana Vertinskaya	17.12.1968	mmfm
Zhulin Aleksandr Kaydanovsky	20.07.1963	ffff		Anastasia Klimova	19.12.1944	mmmm
Aleksandr Kennedy John F., Jr.	23.07.1946	ffff		Ekaterina Campbell	24.01.1978	mmmm
Kennedy Robert	16.07.1999	ffff		Naomi	22.05.1970	mmmm
Menshov Vladimir	20.11.1925	ffff		Leonova Irina Muravyova	22.08.1978	mmmm
Messerer Boris	17.09.1939	ffff		Irina Thatcher	08.02.1949	mmmm
Onassis Aristotle	15.03.1933	ffff		Margaret Fonda	13.10.1925	mmmm
Celentano Andriano	21.03.1906	ffff		Jane Khrushcheva	21.12.1937	mmmm
Yanshin Mikhail	06.01.1938	ffff		Nina Chernaya	14.04.1900	mmmm
	01.11.1902	ffff		Lyalya	15.02.1909	mmmm

As it was assumed theoretically, the empirical distributions of the values in men (and in women) were found to be close to equally probable, meaning that the probability of a newborn to be gifted any of the possible 10 values is equal and amounts to 1/10.

The obtained database gave rise to the author's model of the term "perfect marriage". And if it is confirmed, we may then hope for prediction of such marriage.

#### Conclusions

1. The complete database shows that the astrological numeralization of a person on the topic of "male – female" is correct. Indeed, we used the astrological preliminary study and the evaluation formula to the full.
2. The analysis of the obtained results helps to read people better.
3. Now I hopefully wait for the results of the analysis of a "man – woman" pair.

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3. Database of famous people (date of birth, biography and horoscope), e.g. German and American writer Remarque E.M. URL: [www.astro.com/astro-databank/Remarque,\\_Erich\\_Maria](http://www.astro.com/astro-databank/Remarque,_Erich_Maria)
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## ***SECTION II. Information Technology***

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### **IMAGES OF VARIOUS FORMATS IMPORT AND PROCESSING USING GRAPHICAL PROGRAMMING TOOLS LABVIEW TO CREATE A GARDEN EMULATOR WITH CLEVER IRRIGATION SYSTEM**

**Abstract:** The article offered the tools of graphical objects rendering in the graphical programming environment LabVIEW, using functions and methods of image data processing.

**Keywords:** graphical programming, LabVIEW, image processing

#### **Introduction**

Different systems modeling often requires to make a choice of suitable software, which can help you to easily realize all the necessary functions, but that takes a lot of time to create desired model and to learn the platform used for its creation.

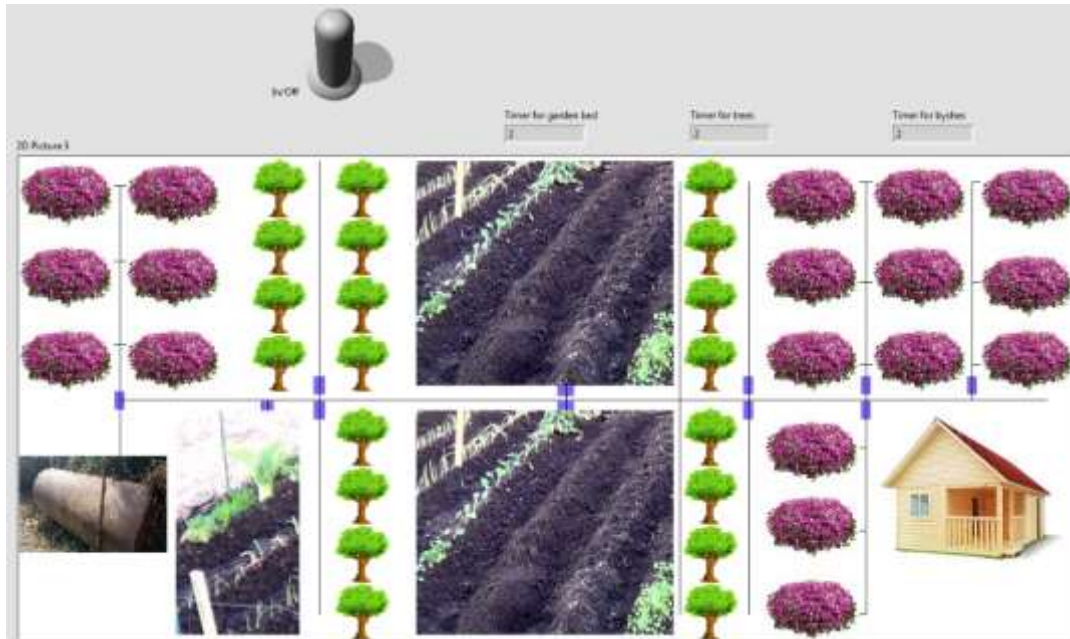
LabVIEW – is the graphical programming language, using icons to create an application, instead of traditional text code [1]. User of LabVIEW doesn't need serious programming skills and experience, but it's necessary to understand meanings of terms like loop, algorithm or end of execution by the conduction etc.

All operations come down to easy creation of the structural application scheme in interactive graphical system with set of all necessary library images, used in the object creation, called Virtual Instruments (VI) [1].

#### **The description of model's work**

For clarity, the choice of model for emulation, created using LabVIEW environment tools of graphical programming laid on the development of an automatic garden watering system. Garden's elements created using tools of National Instrument's environment graphical part [2]: Imported images and graphical primitives. Virtual model of a garden created using these elements (see image 1).

Any image rendering in NI's environment requires a surface in the instrument window for image display. Such object has only one entry variable. We will use a stepped system to render some images: to create a new element on the screen, we will connect new part's output port with created part's input port in the following way: new picture-picture. Because the display screen has only one entry variable, we will bring all images to such format.



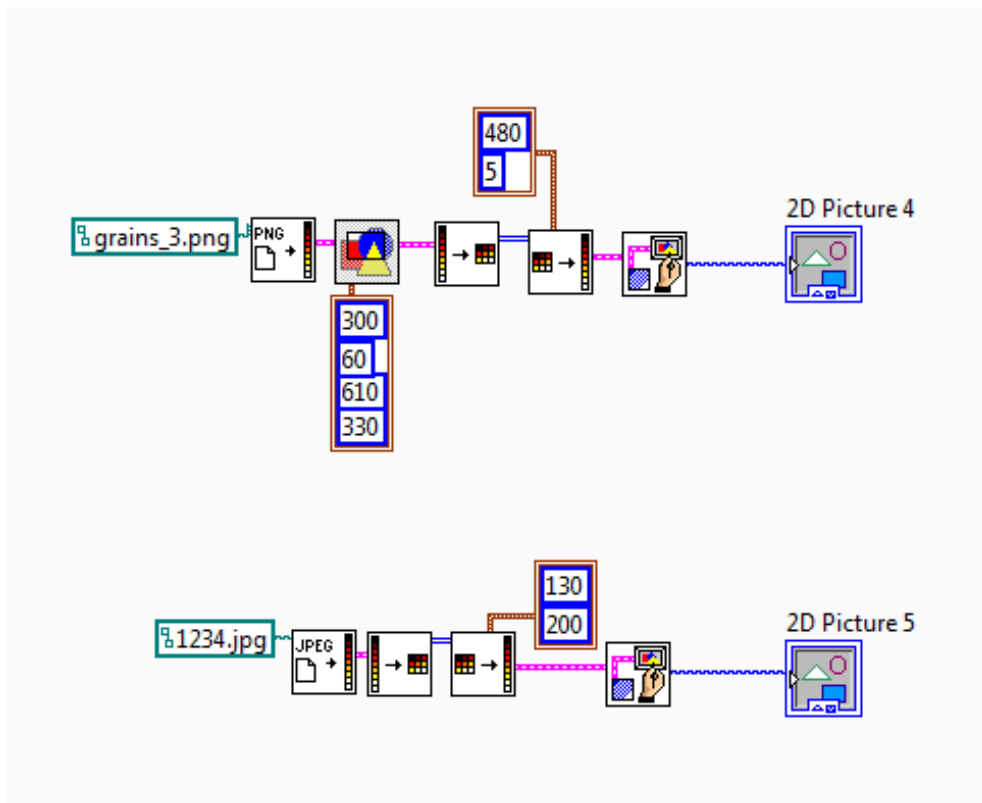
**Image 1.** The model of a garden, created in the graphical programming environment LabVIEW. The system in the included state.

The process of image processing in such environment uses some modules. All begins with import of an image in defined extension using functions “Read PNG File”, “Read BMP File” or “Read JPEG File”. Such modules in input require a path variable, in case if no path is specified, an explorer window appears; on output we have a 1-D data array. To show the image on the screen, will be enough to plug a module “Draw Flattened Pixmap”. It is responsible for the conversion 1-D data array about picture to variable, used in rendering. It would seem, that now you may end the work with the environment's modules, just compose required image in the graphical editor, but such way is very uncomfortable to create conditions for emulator's work: with configuration change (in our case – relocation of garden objects), have to change the image, by manual replacement of all elements; also it isn't possible to draw graphical primitives upon imported picture, which show the work of emulator. That is why besides image import, you need to

understand how to move picture inside the window and change it geometry without graphic editor.

To replace picture, we will use method called “Flatten Pixmap”, which in progress converse information about image from 2-D data array to 1-D array is acceptable for work. Shift happen by the image coordinates transfer on some values by x and y axis. Such method takes 2-D data arrays as input variable, using render functions we get another output data. We will use method “Unflatten Pixmap” to solve this problem. It converts information about image to the acceptable extension for module “Flatten Pixmap”

To resize picture, we will use the function called “Get Image Subset”. It changes geometry of element’s drawing area. One of its output variable is a 1-D data array, that is why we don’t need to use some other functions or methods (see image 2).



**Image 2.** The variants of modules and functions connection to image display: case with shift and resize (up), case with shift (down)

We can clearly see the fact of the emulator’s work using Boolean variable, that is why it is easy to set it up so that it turns on and off at a specific time of day, certain days of the week.

## **Conclusion**

Nowadays there are a lot of tools for different system modulation, but usually, required software is highly specialized, which makes to use some program complexes to realize necessary functions. LabVIEW unites in itself big amount of modules, created for modeling and for the realization of various types of tasks. That is why it was chosen for such problem realization.

### *References*

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<http://www.picad.com.ua/lesson.html> (in Russian)
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## ***SECTION III. Biological sciences***

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### **CYTOTOXICITY OF COCONUT OIL HYDROLYSATES<sup>1</sup>**

On the previous stages of research preparation regularities and products of coconut oil hydrolysis using various lipolytic enzymes were studied. It was also found that coconut oil and its hydrolysate have growth-inhibitory and antioxidant activity toward the testing cultures *Streptococcus mutans* and *Candida albicans* [1].

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<sup>1</sup> The research was carried out as a part of research and development activities funded with the Scholarship of the President of the Russian Federation (CII-1366.2018.4) on the topic: *Development of a bactericidal agent for oral care based on coconut oil enzymatic hydrolysates and study of their toxicological safety performance.*

For studying cytotoxicity of enzymatic hydrolysates the MTT assay was used. The test is based on the capacity of mitochondrial dehydrogenases to transform water-soluble 3-(4,5-dimethylthiazole-2-yl)-2,5-diphenyl-2H-tetrazolium bromide (MTT) into formazan enabling crystal formation inside the cell. After that, formazan is converted into solution and the measures are taken using a spectrophotometer [2].

The MTT test was performed on cancer cell lines: human pancreatic cancer PANC-1, Burkitt's lymphoma LBR2 and human breast cancer MDAMB-231. The cells were cultivated in the medium RPMI 1640 which contained fetal bovine serum with concentration of 10% of the total volume, 2 mM L-glutamine and equal concentrations of penicillin and streptomycin sulphate (100 µg/ml). The cultivation was conducted in an incubator at the temperature of 37°C and carbon dioxide concentration of 5%.

As cancer cells reached the logarithmic growth phase they were distributed into 96-well microplates («Costar») with concentration of  $5 \cdot 10^4$ - $6,5 \cdot 10^4$  cells per well. Then, the cells distributed among the wells had been incubated for 24 hours before the tested coconut oil hydrolysates were added to them. After 24 hours the tested coconut oil hydrolysates in the range of progressively reducing concentrations were added to the wells with cancer cells, and cultivation was performed for 48 hours. 0,9% hydrolysate (20 µl) was added to the control wells.

Cytotoxicity of the tested cell cultures was estimated using the formula:

$$C = 1 - \frac{N_o}{N_k} \cdot 100 \%,$$

where:  $N_o$  – optical density in the test samples,

$N_k$  – optical density in control.

The results of determining cytotoxic characteristics of coconut oil are given in Figures 1-3.

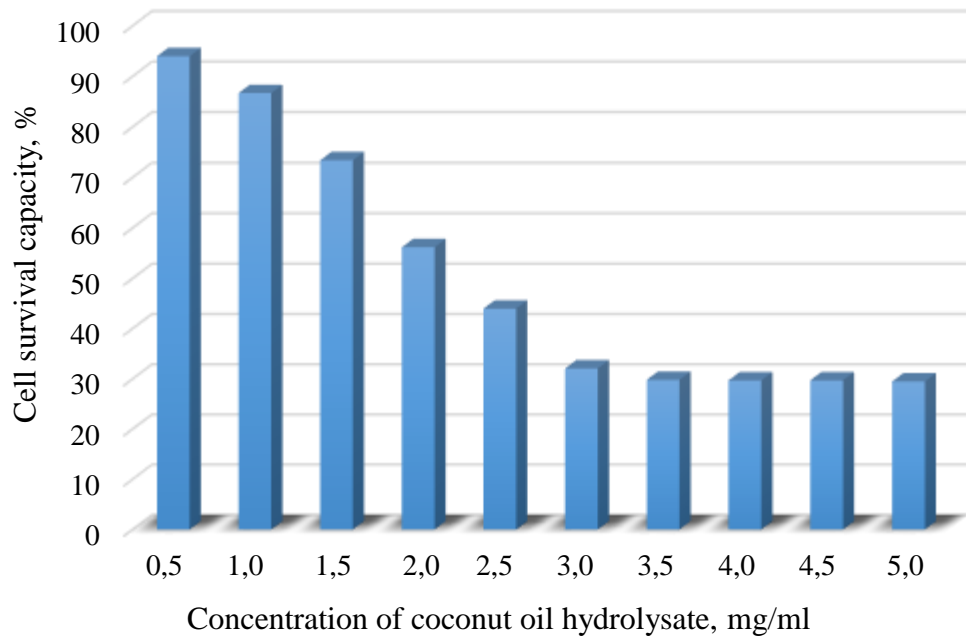


Figure 1 – Results of determining cytotoxicity of coconut oil enzymatic hydrolysate toward human pancreatic cancer PANC-1 cells

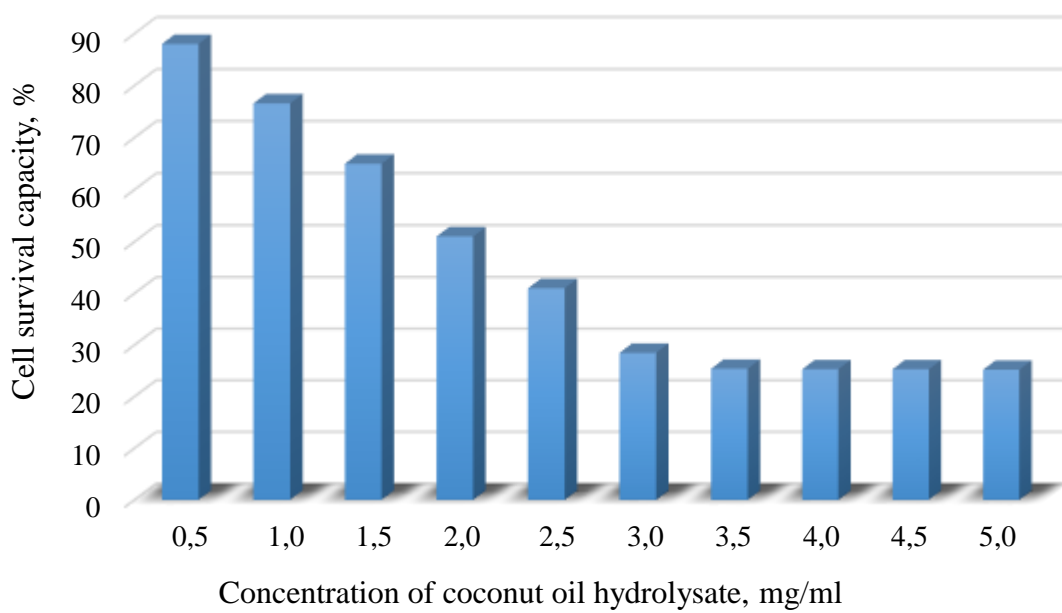


Figure 2 – Results of determining cytotoxicity of coconut oil enzymatic hydrolysate toward Burkitt's lymphoma LBR2 cells



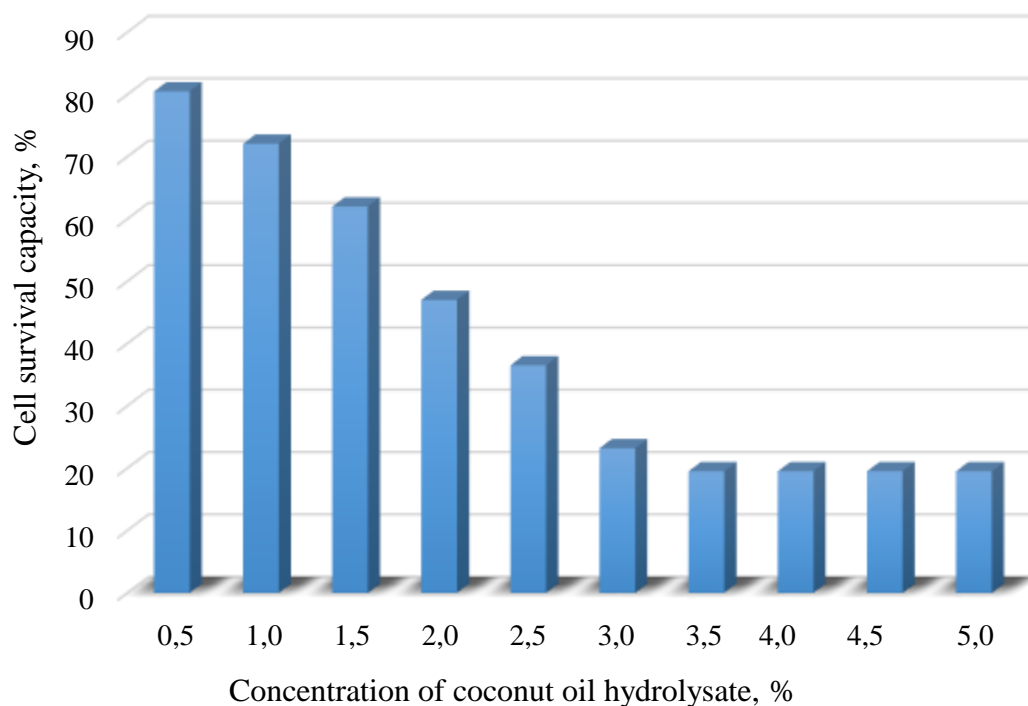


Figure 3 – Results of determining cytotoxicity of coconut oil enzymatic hydrolysate toward human breast cancer MDAMB-231cells

Figures 1-3 show that coconut oil enzymatic hydrolysate causes death of cancer cells of all the studied cell lines, moreover, the survival capacity of cancer cells is inversely related to hydrolysate concentration. In all the considered cases cancer cells apoptosis continues up to hydrolysate concentration of 3,5 mg/ml. Further increase of the concentration of coconut oil enzymatic hydrolysate does not cause decrease of survival capacity of the test cells.

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## ***SECTION IV. Engineering***

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### **GRAIN-SIZE DISTRIBUTION CHARACTERISTICS OF COAL WASTES OF THE KEMEROVO REGION<sup>2</sup>**

Main solid fuel types include hard and brown coal. The by-products which are formed in the process of mining and preparation of coal are presented by mining and overburden rocks, i.e. coal wastes. Preparation of sorbents from production wastes is a cheap method of preparing sorption materials and at the same time it is the recycling of accumulating by-products [1]. Therefore, production of sorption materials on the basis of carbon structures is a long-term task.

Coal wastes produced at coal preparation plants of the Kemerovo region have been chosen as the subjects of the research:

- sample No.1 – filter press mud (Pervomayskaya mine);
- sample No.2 – filter press mud (Tomusinskiy strip mine);
- sample No.3 – filter press mud (Antonovskaya mine);
- sample No.4 – spiral separator wastes (Pervomayskaya mine);
- sample No.5 – filter press mud (Berezovskaya mine).

Coal wastes size reduction is one of the essential characteristics determining their processing properties and areas of application. Grain-size (particle-size) distribution describes the reduction level of bulk materials to the fullest extent possible [2]. The particle-size distribution of coal wastes was defined using the following method: the wastes were dried in a cabinet drier at the temperature of 40°C for 4 hours and then were sifted using a set of screens with a mesh size from 0,05 mm to 5 mm. The obtained results are given in Figures 1-5. The values of fractions: 1 - <0,05 mm, 2 – 0,05-0,2 mm, 3 – 0,2-0,25 mm, 4 – 0,25-0,5 mm, 5 – 0,5-1,0 mm, 6 – 1,0-2,0 mm, 7 – 2,0-5,0 mm.

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<sup>2</sup> The research was carried out as a part of research and development activities funded with the Scholarship of the President of the Russian Federation (CII-1368.2018.1) on the topic: *Development of scientific basis for production of new import-substituting sorption and catalytical materials based on carbon nanostructures modified by noble metals for natural and sewage water purification.*

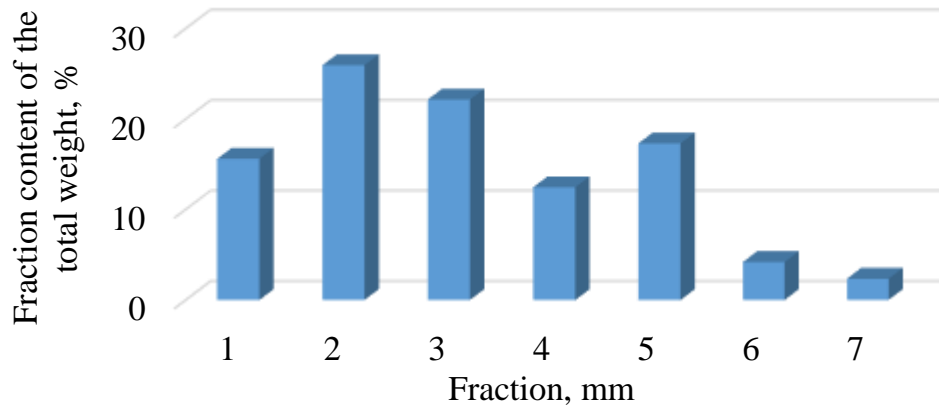


Figure 1 – Grain-size distribution of sample No.1

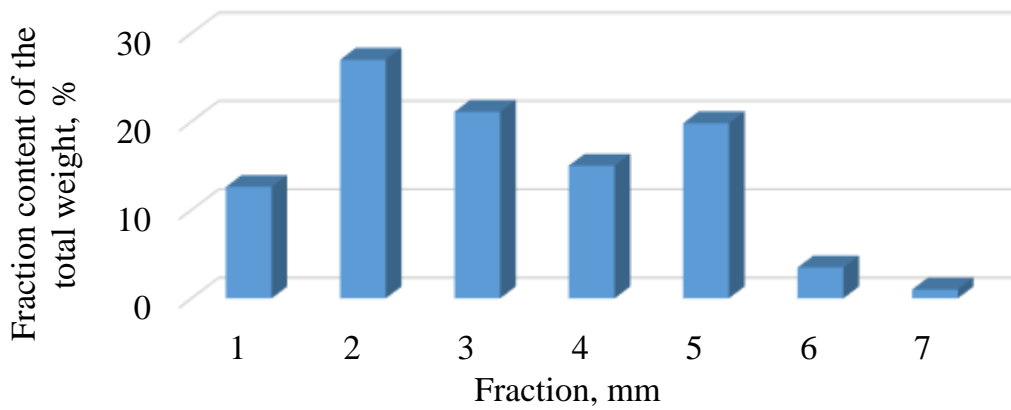


Figure 2 – Grain-size distribution of sample No.2

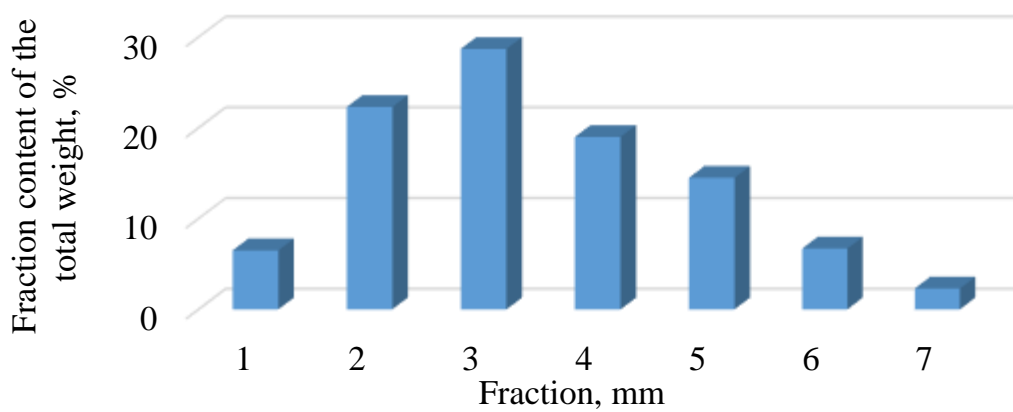


Figure 3 – Grain-size distribution of sample No.3

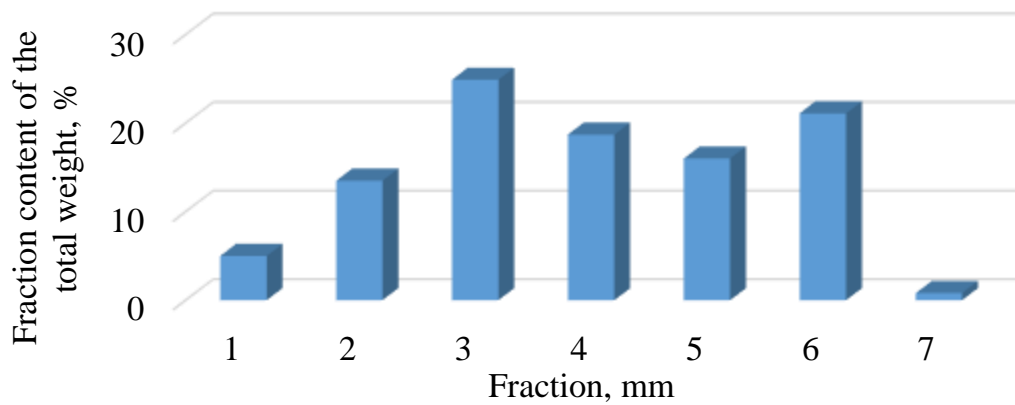


Figure 4 – Grain-size distribution of sample No.4

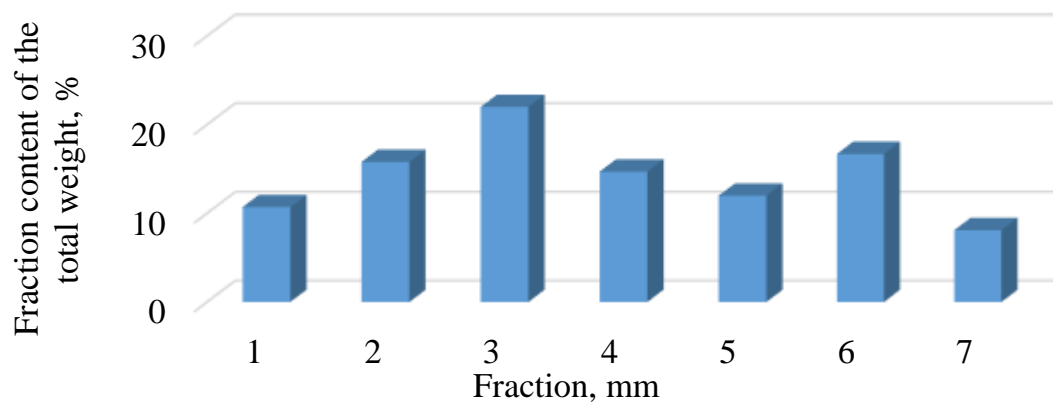


Figure 5 – Grain-size distribution of sample No.5

The mean diameter of coal wastes particles calculated based on the results of the grain-size analysis is given in Table 1.

Table 1 –Results of coal wastes grain-size distribution

Name of sample	Mean diameter, mm
Filter press mud (Pervomayskaya mine)	0,23±0,01
Filter press mud (Tomusinskiy strip mine)	0,21±0,01
Filter press mud (Antonovskaya mine)	0,27±0,01
Spiral separator wastes (Pervomayskaya mine)	0,71±0,04
Filter press mud (Berezovskaya mine)	0,34±0,02

Figures 1-5 and Table 1 show polydispersity of coal wastes.

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## ***SECTION V. Agricultural science***

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### **ENERGY EFFICIENCY OF SWEET CORN CULTIVATION AT DRIP IRRIGATION IN THE SEMI-ARID CLIMATIC ZONE**

Sweet maize (*Zea mays* L. *ssp. saccharata* Sturt.) is one of the most prospective vegetable crops. It provides an incredible economic efficiency with the profitability level of 200% and higher. However, modern agriculture requires not only high profits but energy and resource saving. Therefore, the study of the energy efficiency of the crop's cultivation technology is an important question of agrarian science.

The study provided for the analysis of the energy efficiency of sweet maize cultivation in the semi-arid zone of the South of Ukraine depending on different combinations of agrotechnological elements, namely, ploughing on the depth of 20-22 and 28-30 cm, different nutrition regimes and plants density. The study was carried out during 2014-2016 on the irrigated lands of the farm "Radianska Zemlia" in Kherson region. The design of the study envisaged the experimental work conducted by using split plot randomized location of the plots in four replications. The study used the standard cultivation technology of sweet maize, which is based on the current recommendations [Likhovid,

2015]. The research was carried out with accordance to the modern generally accepted in the South methodology [Ushkarenko, 2014]. The energy efficiency was estimated through the calculation of the energy coefficient of sweet maize production (the yield was accounted in the marketable ears).

The maximum energy efficiency in the study was provided by the complex of the following technological operations, namely: mouldboard ploughing on 20-22 cm, application of  $N_{120}P_{120}$ , plants population per hectare at the level of 65,000 plants. The energy coefficient in the above-mentioned variant averaged to 2.44 with the gross energy outlet of 39,348 MJ per hectare while the energy expenditures reached only 16,099 MJ per hectare. The least value of the energy coefficient was 1.32 in the variant with mouldboard ploughing on 20-22 cm, no fertilisers applied at the density of the crop at the level of 35,000 per hectare.

The energy analysis testified that the increase in the depth of ploughing is not justified due to the irrational increase of the energy inputs that are not supported with the yield. Deeper basic tillage to the depth of 28-30 cm was justified just in the case of low nutrition supply in the variants without additional fertilisation. Application of mineral fertilisers in the doses of  $N_{60}P_{60}$  and  $N_{120}P_{120}$  provided a considerable increase in the energy efficiency of sweet maize cultivation due to the steep increase of the yields. It should be mentioned that the variants where no fertiliser was applied provided the worst energy outlet because of the critical decrease of the crop's productivity. Thickening of the crop from 35,000 to 65,000 plants per hectare had a positive effect on the energy outlet, however, an excessive thickening to 80,000 of plants per hectare decreased the energy efficiency in comparison to the variant of 65,000 of plants. Therefore, both over- and under-thickening of sweet maize crops has a negative effect on the productivity and energy efficiency of the crop cultivation technology.

In order to obtain the best energy outlet and the most efficient use of the resources, we recommend to cultivate sweet maize in the semi-arid conditions of the South of Ukraine using mouldboard ploughing on 20-22 cm, fertilisation in the dose of  $N_{120}P_{120}$  and plants population of 65,000 per hectare.

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### **DETERMINANTS OF THE CHOICE OF DOMESTIC WATER SUPPLY IN DAKAR**

Between 1968 and 1998, West Africa experienced an unprecedented drought that seriously upset the ecological balance and human activities (especially those related to irrigated agriculture, drinking water supply and sanitation). hydropower).

According to the Research Institute for Development, Senegal and, in particular, the capital of Dakar since then suffer from a chronic shortage of drinking water. It was in this shortage that Senegal launched a reform in 1995 aimed at creating a public-private partnership to provide water production and distribution services in Dakar. Two major investment programs have been introduced to reduce water shortages in the capital and improve access to drinking water for households, especially in the most disadvantaged areas. For example, between 1996 and 2005, approximately 105,000 private connections would be established free of charge in previously unattended quarters, and the number of risers would increase from 2,620 to 4,250 between 1996 and 2003, an increase of 62% (SDE, 2004).

In 2005, ten years after the reform, we conducted a survey of a sample of 301 households in Dakar to analyze individual choices for water supply. Our goal in this article is to determine, using appropriate econometric methods, the factors that determined the choice of households to use a private connection and / or to use a riser. These two sources of supply make up the formal drinking water distribution sector. Identifying the determinants of household choice in the field of water

supply is, in fact, an important prerequisite for developing public policies to increase access to water for households in developing countries. We evaluate a two-dimensional probit model that takes into account the fact that the choice of households to purchase from a private connection and / or water supply is not independent.

Our results confirm that richer and more educated households are more likely to make purchases on a private network. We also show that the opportunity cost, measured here by the distance to the riser, is an important factor in determining the choice of household. The greater the distance, the greater the likelihood that the household will receive supplies on the private network. Our results also show that access to alternative sources (wells and water supply in the neighborhood) reduces the likelihood that the household will receive supplies from the private connection and from the water supply. The likelihood of acquiring a private connection also increases when the widowed woman is the head of the household. Finally, the average household opinion about the quality of service in private networks and parking lots (average opinion by place of residence) is a strong factor determining the choice of drinking water.

The approach chosen in our study is based on an analysis of the identified preferences, i.e. we determine the preferences of consumers in terms of the choice of water supply based on observation of its behavior (Whittington et al., 1990b, Whittington and Lauria, 1991, Madanat and Humplick, 1993, Nauges and Strand, 2007). This approach was used less frequently than the stated preferences approach, which uses conditional assessment methods to assess households' willingness to pay for access to hypothetical advanced services (especially network connectivity). (Whittington et al., 1990a, Whittington et al., 2002, Ahmad et al., 2005, Pattanayak et al., 2006). These studies developed rapidly in the 1990s when international organizations and governments in the South launched extensive programs to expand drinking water distribution networks. Measuring household willingness to pay for improved services is useful information for assessing the profitability of investments in the context of sector privatization. On the other hand, an analysis of identified preferences explains the actual choices made by households in terms of water supply, and in some cases emphasizes the reasons why households made a choice different from the analysis of willingness to pay.

#### Senegal Water Sector Reform

5 Water sector reform was launched in 1995 amid water scarcity, especially in Dakar. This shortage was caused by inadequate means of production and distribution of drinking water in combination with a



rainfall deficit. In 1994, the shortage of drinking water in the capital was estimated at 100,000 m<sup>3</sup> per day. Many areas of Dakar experienced frequent interruptions in the supply of drinking water.

In some areas, water was provided. Investments worth over 60 billion CFA francs were needed to increase the production of drinking water, rehabilitate the distribution network (starting with colonization) and distribute it to the outskirts of the city.

100 FCFA = 0.15 euros. Unable to finance these investments alone, the Senegalese state embarked on a reform involving a public-private partnership with the state, Senegal's National Water Company (SONES) and Senegal Public Association (SDE).

SONES is a public concessionaire company. This institutional reform was accompanied by policies aimed, on the one hand, to increase the production capacity of drinking water in the city of Dakar and, on the other hand, to establish tariff instruments to improve water management. inquiry.

The policy of increasing supply consists of two main components: 1) increasing production capacity and 2) improving the distribution of drinking water through a voluntary policy of mass connections with private networks and expanding the network of risers. The increase in production capacity was achieved thanks to two major investment programs: the Water Sector Project (PSE), implemented in the period 1996-2003, and the Long-Term Sector Plan (LTP) in the period 2003-2007. Mobilized investments reached 216 billion FCFAs under the PSE, to which an additional 300 billion FCFAs were added under the PLT (SONES, 2004)

The PES was funded by a dozen donors .... These funds were mainly used to increase the exploitation of surface water, since groundwater is already over-exploited. In general, these two major investment programs would increase the production of drinking water in Dakar by 83% between 1996 and 2006 (SDE, 2004) [6].

From 192,000 to 353,000 m<sup>3</sup> / day.

PSE and PLT have also allowed the significant development of a drinking water distribution service thanks to a proactive policy of connecting to private networks and expanding the network of risers, especially in remote areas of Dakar. Between 1996 and 2005, the number of SDE customers increased by 60% (SDE, 2004). Thus, 76% of the Dakar population will now have access to water through a private connection (SDE, 2004). Particular efforts have been made to improve access to water for the most disadvantaged groups through a program of highly subsidized (almost free) social networks.

Many households do not have financial resources. In ten years (1996-2005), approximately 105,000 social networks would be set up free of charge in previously unattended areas (SDE, 2004). At the same time, new risers were installed in remote areas. This allows households not connected to the private network (or those whose subscription has been suspended or terminated for unpaid bills) to receive drinking water. The number of risers would increase from 2,620 to 4,250 between 1996 and 2003, an increase of 62%. In 2002, 18% of the population in the SONES / SDE coverage area acquired these terminals (SDE, 2004).

A household water supply survey in Dakar was conducted in 2005 among 301 households living in eleven districts.

Eleven districts: Ben Barrac (Pikine). These areas are consistent with areas surveyed by the World Bank in 1997 as part of a study by the organization on household willingness to pay to improve access to drinking water.

Lauria, DT, Alfredo, HC, Anthony, AK, Final Report on ... During privatization of the sector, this study focused on areas in the center of Dakar where households had difficulty accessing private networks and suburban areas where the majority of low-income families were located, for this reason our sample cannot be considered representative of the city of Dakar as a whole, but within each of the eleven selected areas, we sought to build a representative sample of different supply methods and social but the economic situation of households. As a first criterion, reference was made to the mapping of private links and risers provided by the SDE. For the second criterion, we used the socio-economic data of the Senegalese Household Survey (ESAM 2001/2002). The reader can refer to Briand (2006) in detail about the construction and conduct of the survey.

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## ***SECTION VI. Economics***

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### **RAW MATERIALS AND FINISHED PRODUCT: CONCEPTUAL AND TERMINOLOGICAL ASPECT**

***Annotation.*** The article studies and analyzes approaches to the interpretation of the "raw materials" and "product " concept, to clarify these definitions, the analysis of the conceptual apparatus and the relationship between raw materials and food, the author's approach to the further formation and development of the conceptual and terminological apparatus.

***Keywords:*** raw material, food product, semi-finished product, industry, term, development.

Raw materials, in a broad sense, are raw materials that have undergone changes under the influence of labor and are subject to further processing. Raw materials in the production process forms the basis of the finished product or semi-finished product. In this case, the entire cost of raw materials is transferred to the cost of the produced product, which has taken the commodity form. The role played in the production process and the economic value of raw materials has much in common with the basic materials.

All variety of raw materials types on its origin divide on industrial and agricultural. Industrial raw materials, in turn, are divided into mineral and artificial, the share of which is constantly increasing.

According to the sphere of use, raw materials of mineral origin are divided into:

technical;

fuel and energy;

mining;

metallurgical;

raw materials for the production of construction and other materials.

Artificial raw materials include plastics and synthetic resins, synthetic rubber, leather substitutes, synthetic detergents, etc. In some industries, there is a division of raw materials into primary and secondary. Proper disposal of secondary raw materials provides labor savings, and complex processing of primary raw materials is a source of expansion of the raw material base and increases the economic efficiency of the industry. Improving the quality of raw materials is a necessary condition for improving the technical and economic performance of industrial enterprises [1].

The concept of finished products is not as extensive as the concept of raw materials and does not have a similar classification, since it is a product that is completely finished and ready for direct use, meeting the standards adopted for a particular group of goods. This is the result of production or economic activity, which is the work of the national, agriculture and industrial state enterprises.

Food products can also serve as raw materials for the production of other finished products, such as dairy products, pastries, various culinary dishes and other things. Such products can be water, eggs, butter, milk, kefir, whey, sausages and more.

There is also such a thing as "semi – finished products", they are formed in the production process-these are processed raw materials. Semi-finished products in food production differ in processes and operations. As a rule, it is mechanically prepared raw materials that require heat treatment or preparation for long-term storage (preservation).

Speaking about the food industry of the Donetsk people's Republic, it is worth noting that currently the number of economic entities engaged in the food industry of the DPR is 404 units, including 134 legal entities and 270 individual entrepreneurs. At the same time, in 2014, only 58 legal entities worked in the Republic. Therefore, 76 food enterprises were able to restore their work in 5 years.

The volume of products sold by food industry enterprises in 2018, compared to 2017, increased by 25.7%. The share of food, beverages and tobacco products in the total volume of industrial products sold in 2018 is 10.9%. According to this indicator, food industry enterprises continue to hold the 3rd place in the Republic, second only to such strategic industries as metallurgical production and electricity, which indicates a positive dynamics of the industry development [2].

Analysis of the DPR industrial structure for 2018 shows that metallurgical production is 25.3% of the entire national industry, 12.7 per cent allocated to the production of food, beverages and tobacco products manufacture of coke and refined petroleum products is 5.6%, 1,8% - manufacture of rubber and plastic products, and 1.4% - machinery and 2.8 percent other types of manufacturing activities

The decrease in the share of the main industrial production in the structure with the growth of the total industrial products sales volume of the Republic is due to the geopolitical factor affecting the emergence of legal, economic and political contradictions and slowing down the ongoing processes of economic recovery of the Republic.

In conclusion of the work done, it can be concluded that the product is considered ready only if it is completely processed in accordance with a specific GOST And ready for consumption, as well as provided with a document certifying its quality. The composition of the finished product may include semi-finished products that do not require further processing. Also, finished products, such as milk, eggs, water, sausage and meat products, can act as raw materials for the manufacture of other end products. The economic role of raw materials and finished products for the industrial sector is also important. Food industry of the Donetsk national Republic at the moment has a positive rate, as many enterprises were restored, but the factor of rising prices for raw materials slows down the process of stabilization of the economic component of the industry, which further may lead to decline in turnover of raw materials.

The materials presented in this paper may be important in understanding the individual priorities of nutrition science, as well as issues related to terminology and classification of food products.

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## **USE OF MARKETING TECHNOLOGIES FOR DEVELOPMENT OF RECREATIONAL COMPLEX**

*Annotation.* The article discusses the features of the geographic information systems use in geomarketing research of recreational areas. Thanks to marketing technologies, the supply and demand for recreational products intersect in one plane.

*Keywords:* geomarketing, recreational complex, recreational resources, geomarketing technologies, geographic information systems

Process marketing-oriented management of a recreation enterprise is not possible to imagine without collecting, storing, processing and issuing quality information that best satisfies the information needs of recreational areas different managers.

The modern industry of the recreational complex enterprises services is the global computerized business in which thanks to Internet technologies interests of all its participants intersect.

The study of the territorial space recreational potential with the use of modern tools, such as geomarketing technologies, provides the necessary information and material for the analysis and solution of scientific and practical problems at various levels. The use of geomarketing information maps makes it possible to optimize and rationalize spatial economic and marketing activities in relation to the study area.

Until recently, the concept of geomarketing was used in a rather narrow sense – as a special tool in traditional marketing, based on the geographical segmentation of the market and the geographical products location (goods and services). In the mid-nineties, the concept of "territory marketing" was developed as a response to significant changes in the strategies of State's firms and policies, due to the globalization

and regionalization processes. This was the main moment for geomarketing, because it began to be implemented and applied in the context of local and regional development.

Geomarketing as a special social and geographical research scientific and practical direction appeared as a result of the social order for a detailed study of the market formation territorial aspects. Its essence is to identify trends and patterns of development and functioning of territorial markets different types using the methods of economic, geographical and sociological Sciences.

For geomarketing research, geographic information systems with their functionality are used to obtain spatially encoded information, which is used to obtain knowledge and information about spatially encoded phenomena.

The most important feature of geographic information systems (GIS) is the ability to link cartographic objects (i.e. objects that have a shape and location) with descriptive, attributive information that relates to these objects and describes their properties. The basis of the GIS is a database management system structure. The main advantage of GIS applications is that they provide map information with detail's varying degrees. The necessary link-information about objects-is contained in the database and it is easy to find and view.

Geomarketing research should be considered as part of a permanent integrated information process. It is essential that the firm develop and use GIS to continuously monitor the environment and store data so that it can be analyzed in the future. A geomarketing information system can be defined as a set of procedures and techniques designed to create, analyze, and disseminate information for advanced marketing decisions on a regular, ongoing basis.

Content analysis of scientific sources showed that geomarketing technologies are actively used in the tourism business. Visionary firms in conducting market research are not limited to a simple "geographical segmentation" and "determining the location of customers", but it's necessary to take into account all the features of the geographical environment of the place, including its regional development prospects, economic and geographical location and environmental consciousness of the population. Creating a recreational service, the enterprises of the recreational sphere pay attention where it is better to create it with the least harm to the territory, and where (territorially) it is better to advertise it.

The demand for recreational services is quite flexible, depends on the level of income and prices, is affected by political and social factors,

has seasonal fluctuations. Recreational product offers are more stable, do not create stocks, recreational services are used directly at the place of their production.

A significant territorial gap between the centers of demand formation and recreational product realization is distinctive. The use of geomarketing approach makes it possible to adequately respond to changes in recreational demand, to identify the characteristics of consumer attitudes to certain services, incentives and obstacles that affect the consumer's choice. This is a necessary condition for the creation of a competitive recreational market.

According to the research of the author [1], to assess the area tourism potential, it is necessary to take the following actions: allocate an "object of assessment" and the subject of assessment (relative whose opinion is estimated, the territory); to identify the factors and conditions essential to the purpose of the study; all evaluation criteria to lead to a single system of measurement; identify ways to "minimize" assessment materials; verify and adjust the results obtained, as well as to interpret findings.

These stages, from visualization of the initial information, its analysis and modeling of the necessary situation, make it possible to develop geomarketing methodology aimed at the use of recreational resources in order to meet the recreational needs of recreants. The main objective of the recreational complex is to ensure a balance between the recreational needs of the population, as well as tourists, in recreation and rational use of a recreational resources variety.

The elements and characteristics of leisure contribute directly to the development of identity, autonomy, competence, initiative, civic responsibility and social connections, whether informal or formal properly structured into organized programs.

Geomarketing technologies provide information and tools for the recreational sphere enterprises, on the recreational resources basis of the relevant territory, to actively implement various programs and services for recreation. This approach provides an opportunity to obtain socially desirable results, such as reasonable and rational use of free time, physical training, positive development, etc.

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## ***SECTION VII. Philosophy of Science***

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### **THREE MAIN DIRECTIONS OF THE FORMATION OF A PERSONALITY'S VALUE-MEANING ORIENTATIONS IN MODERN RUSSIA**

Relying on the information of the interviews and the work with the focus groups supplemented by the study of the statistical research and surveys it is seen possible to distinguish between three main directions of the formation of a personality's value-meaning orientations in the context of the crisis of values in the Russian society:

1. Individualization of a personality's activity in the creative area. The representatives of the creative class are characterized by their firm commitment to a personality's originality and self-realization. Acting on the territory of the creative area the representatives of the creative class are not willing to obey the instructions and patterns of the routine existence and mass forms of self-expression imposed by organizations and institutions, and they also resist the traditional group forms. Thus the activities of a personality-representative of the creative class on the territory of the urban creative area enable it to create an individualized identity reflecting the creative potential of each personality interacting with the creative area, the result of which may be the combination of several creative identities one of whose components is the creative value-based orientation.

2. The formation of the meritocratic system of a personality's values. In the environment of the urban creative area of high value are a personality's abilities and merits. Of great importance on the territory of the creative area is the aspiration to work, the realization of responsible tasks and creative stimulation. Members of the creative class (as actors of the creative areas) do not connect their self-identification with material prosperity or the financial status of an individual in the financial hierarchy of the society. This social phenomenon is connected with the fact that the people who constitute the core of the creative class are endowed with certain ambitions and the desire for the professional growth secured by their own efforts and abilities. The recognition gained

by an individual from the demonstration of the product of his own personality in the creative area serves as an additional trigger for further personal development, a personality's self-expression and self-actualization. In our view, the most weighty positive characteristic of the meritocratic system of values formed in the creative area is the connection between the meritocratic being and numerous positive principles and connections of social life, for example from the belief that merits require reward towards the emphasis on independence and denial of tough caste systems.

3. The formation in a personality of the desire for diversity and social openness. The representatives of the creative class raise social diversity to the rank of a personality's vital values. A personality's activities on the territory of the creative area demonstrate the preferences of this class relating to the work in the environment where every individual can find the sphere of the realization of its own interests. So in the context of the dynamics of the social sentiment of the Russian people and the established configuration of the social relations, the creative class, despite its unsteady identity and the weakness of its articulateness and representation of interests, perceives itself as the subject of the social changes and by virtue of this it self-determines itself in the society as its integrating core, as a social group that has a high level of social reference and social attractiveness.

Let us consider several meaning groups of a personality's value-based orientations and then spatial-temporal transformation under the influence of the creative areas of a 21st century modern town.

1. The overcoming of the crisis of symbolic consumption. The culture of trade centers, or Mall culture, that prevailed in the 1990-s Russia, is a special type of consumer practices typical of megalopolises, characterized by the use of the areas of trade-entertainment centers as sites for the realization of new consumer orientations, expressed in the paradoxical "synthesis of the immature capitalists way of production and global everyday culture of consumerism", that entailed the urgent problem of symbolic consumption, is gradually giving way to the so-called concept or culture of Smart sharing consumption or "smart" joint consumption actively popularized on the territories of creative areas as a specific type of social practices based on the economic model of the collective use of goods and services, barter and rent instead of ownership. The main idea of "smart" joint consumption in that it is better to pay for the temporary use of this or that product than to own it (Sukhovskaya, 2017).

Another social instrument in the struggle against the rising role of consumerism in the urban community is the trend that originated in the creative areas, Smart pricing or the model of the “reasonable price policy” – the model of consumer behavior, conditional by a high degree of virtualization of the society on the whole and the territories of the creative areas in particular. The meaning of the model is that consumers through the use of the Internet, social networks and creative areas are constantly in search of information on favorable proposals at present for buying goods and services, and communication technologies enable one to find and get offers right at the points of sale or to compare prices online.

The third component in the struggle of the creative areas against the crisis of the values of consumption is the propaganda on their own territories of the do-it-yourself culture-the phenomenon of the world culture of the end of the XX – the beginning of the XXI century, relating to the practice of the creation of both material and virtual cultural and creative products with a high level of independence, with a minimal attraction (or without any) of professional help.

2. The overcoming of the crisis of personal development. The main instrument of the overcoming of the crisis of personal development in the creative areas is the popularization of such a social practice as “investment in oneself”. On the whole the process of investment in oneself intends to develop the available skills and knowledge of an individual in an all-round way, and also to acquire new ones due to which a man’s wellbeing will grow. Creative areas are the places where the representatives of the urban community can gather in the informal environment for joint learning within the framework of the topical tendencies of the creative economy. The process of learning in the creative area is characterized by practical experiments, innovations, games, the spirit of “Do-it-yourself” culture. Creative areas are distinguished not according to the type of equipment and instruments they represent (for example, 3D-printers, software or timber industry machines), or according to the type of activity, but according to the principles of independent learning, exchange of knowledge and organization of the community. Collaboration and cooperation are the three principles that are at the heart of the very idea of a creative area. Each creative area is unique and reflects the needs and wishes of its community and organizer, cultivating the environment conducive to obtaining a new professional skill.

Areas are distinguished by the programs they offer, but, as a rule, they are home to seminars and master classes (that use digital and other technologies), dedicated to arts, crafts, urban science and other spheres that reflect the interests and needs of the community. They enable people to obtain new skills, to invent and create things and to convert the existing objects to something new. They unite people of different age groups, level of education and skills.

3. The overcoming of the crisis of a personality's ecological awareness. The analysis of the causes of the crisis of the modern technogenic civilization, search for ways out of it inevitably lead to the recognition of the narrowness of anthropocentrism, inadequacy of its philosophic ideals and orientations. Value-based orientations, formed by the technogenic approach to biosphere, the desire to adapt nature to the needs of society, consumer attitude to ecosystem within the framework of the cultivation of the values of a “carbon” town – all this led to the estrangement of man from nature and culture, natural and humanitarian knowledge which only intensifies the ecological crisis and the personal value-based orientations of a town-dweller of a “carbon” town. The creative areas promote a change in this situation in the context of Russian civilization by interpreting the ecological picture of a Russian town and the development on the territory of creative areas of ecological thinking which contributes to natural and harmonious process of the global evolution of the world community. In order to behave ecologically reasonably and safely man has to know how to do it: understanding, desire for this will prove insufficient if he fails to realize them in his activity.

## ***SECTION VIII. Philology***

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### **ARCHETYPAL IMAGES IN POSTMODERN PROSE OF GREAT BRITAIN**

**Abstract.** Eternal images such as Don Quixote, Don Juan, and Hamlet appear to be hypertext in the postmodern prose, but they change according to the aesthetic principles of postmodernism and receive their own trickster. Therefore, archetypal characters, like heroes of M. Bradbury's "Doctor Criminale", I. McEwan's "Nutshell" and K. Ishiguro's "The Buried Giant" lose their original meaning and revive their "shadows".

**Key words:** Archetypal Images, Postmodern Novel, Don Juan, Hamlet, Don Quixote

In the artistic literature archetypes like Don Juan, Hamlet, Don Quixote, King Arthur, in other words, frames have a definite meaning. Hamlet's image echoes the world model of inferiority, hesitation, fragmentation. It is the image of Hamlet that reflects the tragedy of a dual personality, a person trapped in a state of existence and inferiority and suffering in agony. If in the classical literature the Hamlet archetype had its original meaning, in the postmodern novel, the hero of the tragedy lives its own trickster, falling into comic situations, "reviving" in the purpose of irony and humor. According to Jung, "the trickster has a divine-human-animal nature and expresses the "shadow" and embodies antisocial aspects of personality [5].

Although the Hamlet archetype repeats its predecessor, original image in Ian McEwan's novel "Nutshell", this time it acts as a "shadow", and the tragedy of the original image becomes ironic and ridiculous. Every word or any act of Hamlet, in a state of silence and hesitation, causes to laugh. The author presents the narration through the language of the embryo in the mother's womb. The "intellectual" embryo speaks of life in the womb. The unborn baby witnessed his mother betraying his father. The mother who betrayed him with father's brother wants to have a large amount of money by carrying out a plan of poisoning and killing her husband. The embryo suffers of the birth as an orphan and the fact that he will live with his father's killer. As it turns out, Ian McEwan's

novel is based on an allusion to Shakespeare's tragedy "Hamlet". However, unlike Shakespeare's tragedy, the work was written in accordance with the irony and play principle of postmodernism, and thus the trickster of the Hamlet's image was created. The novel "Nutshell" presents the Hamlet archetype with a combination of irony and sarcasm. Like Hamlet, the embryo in the mother's womb also gives rise to existential questions, puts forward ideas about the world and human being. But unlike the hero of Shakespeare, he is an embryo, and therefore has no direct contact with the world, speaks in accordance with what he has heard, and presents only in his opinion of the truth and, and every word of him causes bitter laughter. Because the baby will come into contact with the reality only after birth.

Hamlet's phrase "To be or not to be" loses its original meaning in Ian McEwan's novel "Nutshell" and aristocratism, longing for moral ideal of Hamlet's archetype becomes a parody and irony depending on reflexive play of postmodernism. Hamlet's hesitation and distrust take the form of grotesque in the embryo image and cause laughter.

In the Don Quixote's image, basic notions such as humanism and idealism, which is the human concept of renaissance, is experiencing its own crisis, and the human tragedy reaches its peak. It is no coincidence that "Don Quixotism" turns a man far from the reality into the target of laughter, causing a sharp split between him and society. In this regard, the Don Quixote image reflects the bitter destiny of mankind, the fall of the ideal human image. In the British postmodernist novel, we can see it in the image of main hero, knight Gawain of "The Buried Giant" by Kazuo Ishiguro. Exactly the Don Quixote archetype image revives in the image of knight Gawain and, unlike the original, turns into the object of black humor and irony. This is primarily due to the fact that in the postmodernist novels the heroic situations, his actions are laughable, and, by the words of M.M.Bakhtin, it gets a carnival effect and the carnival, in this case, is a laugh, "at the same time as the death of the old world, the emergence of a new one, and each image is separate, but it is connected to the whole meaning and expresses a unified concept. Every image related to this whole is ambivalent" [1; 165-166].

Don Juan, the image of a womanized hero, who conquers women's hearts and later after not finding his feminine ideals in them abandons them, is also an archetypal figure. Hence, in the modern prose, the theme of Don Juan acts as a hypertext for the interpretation of mythologemes. In the history of world literature, the Don Juan image is used in literary texts as the original image, in other words, the archetype, expresses an archetypal representation of independent and free behavior,

superiority in love relations, and unique male characters. The Don Juan image turning into a symbol of courage, pride overcomes roads for centuries in artistic literature. Malcolm Bradbury, in the novel “Doctor Criminale”, introduces Don Juan to new situations keeping safe peculiarities characteristic to him while portraying the trickster of original image. In this case, the Don Juan archetype enters a new text as a mythologeme rather than a direct one, but as a hypertext, in other words as a “shadow”. In the context of the postmodernist novel, the Don Juan image, while retaining the peculiarities of the original one, gives a new meaning, revealing itself in a different image. According to Y.Meletinsky, “the archetype is used to describe the actions of the hero while the hero archetype has the same function with the antihero archetype” [6].

The Don Juan archetype is binary. It reflects either the image of a honest minded man, or sometimes a sinner. The duo is more likely to help it “coming into sight” in the postmodernist novel. The interpretation of the Don Juan archetype is reflected in the character Baslo Criminale in the work. In other words, M. Bradbury modernizes the archetype-character by transferring the Don Juan image to Baslo Criminale. The semantics of the image “go” until the author’s play with the hero, the interpretation of the Don Juan plot becomes a metamorphosis of human values, constantly updating in the form of archetype character in the postmodernist novel. The protagonist of the work is literally “chameleon”. He embodies a pragmatic person, lives with material and sensual feelings, but at the same time he is a philosopher and scientist familiar with the world sciences and aware of human values. The protagonist revives Baslo Criminale as a sixty, sixty-five-year-old broad-shouldered, stately, sharp-eyed hero who reacts quickly to events in his portrait. The image shows him younger than he is, and therefore, Baslo Criminale is well-known for his love towards women.

His “taking a fancy” to his post-graduate Miss Belly reflects the Baslo Criminale character from a comic side, while his behaviors not relevant to age adds a subtle sense of humor to the image. The coexistence of politics with materiality, materiality with power becomes his philosophy of life and the application of this philosophy over him. Baslo Criminale is a philosopher, historian, thinker, reformer and writer, in other words, in the language of those who know him is a “great man”. This image resembles a scientific person who travels regularly, has no permanent place of residence, and participates in conferences and symposiums. Throughout the work, he enjoys life, promotes ways to

enjoy life, and finally finds out that he is a modern person who lives a normal life but is forced to play life games.

As we can see by the words of C. Jung, “archetype” is an indisputable common heritage of mankind, and the basis of human psyche consists of a number of ancient images that we know of mythologemes” [4; 35].

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## **LANGUAGE, STYLE AND RHYTHM OF THE POEM “BEOWULF”**

**Abstract.** The thesis discusses the poetic features of the poem “Beowulf”, which is a striking example of ancient Anglo-Saxon poetry. The language, style, and rhythm of the poem are reviewed. The text of the poem emphasizes the use of the German-Scandinavian poetic tradition.

**Key words:** “Beowulf”, poem, style and rhythm, style

Among the samples of early medieval Western European literature, the poetic creativity of the Anglo-Saxon was distinguished by its uniqueness. The poetic language of the Anglo-Saxons was based on German alliterative poetry and poetic lexicon. The ancient English language itself was based on the Anglo-Saxon territorial-tribal dialects. One of the factors that contribute to the uniqueness of the ancient Anglo-Saxon poetic texts, as also noted by Y.A. Krupina, is the strange coexistence of “own” and “other” contexts [1; 16]. This is manifested in



the use of different images of German mythology in Biblical motifs, as well as the inclusion of Christian views into the main plot.

The poem “Beowulf” has attracted the attention of G.S. Thorckelin, M.Alexander, S.Hinay, C.Kendall, F.Magon, A.G.Broder and other well-known researchers from many aspects such as linguistic, literary, historical, archaeological and even religious point of views. Scientists have come to some conclusions, even though discussions on this issue are still ongoing. According to the linguistic indications investigating the saga in the context of ancient English, the date of its creation dates back to the late VI century and belongs to the VII century. Attributes found during archeological research, as well as the Christian elements in the text of the poem, and parallels with the Biblical motives, calculate its history from the VIII century. K. Kennedy assuming that the epic belongs to the VIII century writes: “Beowulf” of Ancient English occupies a unique place in any modern European language as the oldest epic narration. Presumably, the poem with a historic and unknown author of the early VIII century, offers a brilliant expression of the spirit and a heroic tradition” [2].

One of the distinctive features of ancient Anglo-Saxon poetry is its writing in the form of an alliteration poem. An alliteration form of poetry including into the written literature with a marvelous skill had previously been used to illustrate the prowess of military commanders and after the advent of Christianity was already used for the poetic expression of the events described in the Bible. Thus, converting to Christianity was not only a political event for the Anglo-Saxons, but it also gave an important impetus to the understanding of the new Christian culture through its pagan views.

None of translations of “Beowulf” expresses all the beauty of the original English language, its poetic elements in the foreground with its fullness, completeness and vividness. However, translators trying to maintain an alliterative range also tried to keep in mind the complex formulas and variations.

Alliteration is the repetition of accent sounds; they are especially at the beginning of the word or in syllables. This kind of arrangement of sounds creates a certain harmony and music in the poem. Therefore, alliteration has a function similar to that of rhythm from poetic point of view. As an example of the alliteration used in the epic “Beowulf”, we can use the words “Gar-Dena”, “Spear-Danes” (gar = spear, Dena = Danes). The compound words found in the poem can be used as a formula to create a new word and correspond to the requirements of the alliterative division. For example:

*. . . A powerful monster, living down  
In the darkness, growled in pain, impatient  
As day after day the music rang  
Loud in the hall . . . ”*

*“So Hrothgar’s men lived happy in his hall” [3].*

One of the other literary elements presented in the poem “Beowulf” is kenning. Kenning, in turn, has a metaphorical meaning being a special type of complex word formation. As M.Lushenko explains kenning like this: “Epic formulas are an integral part of any epic. However, a manifestation of Scandinavian and ancient Anglo-Saxon creativity are found in “Beowulf”. This is kenning, which means “attribution” in the literal translation ... Kennings are used to express the most important concepts of heroic poetry” [4]. Ancient Germans used such words during the poetic expression of military or domestic concepts. For example, “leader”, “warrior”, “weapon”, “sword”, “shield”, “battle”, “ship”, “gold” and so on. In the poetic work, “gifting rings” was used instead of the word “king” and a “battle wood” instead of a “sword”.

Naturally, speaking of kenning, the main character cannot be avoided to be talked about. The name “Beowulf” sounds like a combination of the words “bee” and “wolf” – “Beowulf”. “Bee” means bees, and “wolf” means a bear which drives bees like a wolf.

The common styles inherent in ancient English literature are variations. Their function is to replace any word with others. According to Brodeur, “variation is the affirmation of the same concept or idea with double or repeated emphasis, which is more or less stressed in different words” [5;40].

Variation (a metric method in poetry) is another literary form found in ancient English literature. As noted above, “Beowulf”, like all ancient English poems, is alliteration, a divisive (metric) form used as one of the basic organizational principles of the poetic line. All of the first lines here are highlighted by stressed sound “a”, and unstressed sound “oft”.

In conclusion, we would like to note that the poem “Beowulf”, despite its adherence to the German-Scandinavian epic traditions, contains many Christian elements. So this work reflects the cultural codes and poetic traditions of two completely different worlds.

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### **GENERAL SEMANTIC MODELS OF OLD GERMAN MEDICAL INCANTATIONS**

*Annotation.* This paper will provide a brief overview of similar semantic models of Old English and Old High German medical incantations. Modern science is very interested in archaic texts and the interaction of oral and written traditions. Spoken text models are typical and largely universal. The incantations analyzed so far have not been studied in detail in terms of their semantics and structure.

*Key words:* incantation, semantics, semantic models, Old English, Old High German

Incantation – special texts, which were attributed by magical power to cause the desired effect [1, 450]. They usually have a small volume and are represented in written form, although we have no doubt of their initial functioning in the oral tradition and their constant update in the pronunciation of the text. The plots reveal specific affinity with other literary genres, though have a number of specific features. The study of incantations as an archaic text type gives us a complete picture of the worldview of the people and magical practices of the time. One of the features of collecting and studying of incantations is that the documented information about them can be obtained from the most ancient times. And it facilitates research, as there are dated documents. Rhythm of the text is maintained by the formulaic structure of the plot and the clichéd use of poetic structures and figures. These include: salutation, greetings,

requests, orders, prohibitions, threats, curses, etc. These speech acts are used for different tactics of influence on the source of danger.

### 1. Time and place

Understanding of time is reflected in Old English and Old High German incantations as follows:

#### “then”

Old English	Old High German
'þa genam Woden nygon wuldortanas'	'Do wart ter heiligo Xrist wnd in sin esiton'
'Then took Odin nine wonderful branches'	'Then holy Christ was wounded in the side'

### 2. The concept of space and location is expressed as follows:

#### • Landscape

##### "Mountain"

Old English	Old High German
'ac þu scealt northe one to þan nihgan <i>berhge</i> '	'Tumbo saz in <i>berce</i> ... tumb hiez der <i>berch</i> '
'and you must go to the nearest mountain'	'Dumb sat on the mountain ... dumb was called that mountain'

#### • Toponyms, hydronyms

Old English	Old High German
'hwæt þu renadest æt <i>Aloforda</i> '	'Der heiligo Crist wart geboren ce Betlehem, dannen quam er... ce Jerusalem'
'what did you say at Alder Broad'	'Holy Christ was born in Bethlehem, from there he went to Jerusalem'
'hwæt þu renadest æt <i>Regenmelde</i> '	'Do ward er getoufet vone Johanne in demo Jordane. Duo verstuont der Jordanis fluz und der sin runst'
'what did you say at the Judgment of the Gods'	'There John baptized him in the Jordan. Then the Jordan River stopped its flow'

### 3. Parts of the body

#### "Tongue"

Old English	
'eorðe mæg...wið þam icelan manne <i>stungan</i> '	'land can help ... against tongue of a big man'

### “Ear”

Old English	
'Þe eorþan on <i>eare</i> ace'	'let the pain pass from your ear to land'

### “Side”

Old High German	
'To versoz Genzan Jordan et esi <i>tun</i> '	'then Genzan shot the side of Jordan'
'Do wart dee heiligo Xrist wnt in sine <i>siton</i> '	'then holy Christ was wounded in the side'

**4. The objects against which the incantations are directed are represented this way:**

### “Wound”

Old English	Old High German
'ic <i>benne</i> a wrat betest beado wræda'	'Besuere dich biten heiligen fuf <i>wnten</i> '
'I bandaged my wounds with the best war bandage'	'conjure you with five sacred wounds'
'ne <i>dolh</i> diopian'	'Ter heiligo <i>Tumbo</i> uer segen det iv <i>sauunda</i> '
'let the wounds not deepen'	'holy dumb bless this wound'

### “Poison”

Old English	Old High German
'wiþ þu readan <i>at</i> re, wiþ þu runlan <i>at</i> re...'	'Noch nech ein <i>eiter</i> ne bar'
'... against red poison, against smelly poison ..'	'and carried no poison'

The semantics of Old English and Old High German incantations is extremely diverse. Within the framework of these texts all levels of the universe even are described. There are similar semantic features in different incantations. Old English and Old High German incantations developed according to similar models, but independently from each other. This allows us to state the variability of the incantation texts even within the same period of the history of the language, that is, in the Old English and Old High German traditions.

### Literature

1. Мифы народов мира. М., 1980, 450
2. The translation of incantations is carried out by the author of the work

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## **INFLUENCE OF LATIN AMERICAN MAGICAL REALISM ON THE WORLD LITERARY PROCESS**

**Abstract.** From the beginning of the XX century in Western European literature, the reality expressed from a different point of view, by a combination of the principles of realist and modernist aesthetics introduced a new style of artistic aesthetic thought - magical realism. This universal method, which began to become more vivid in Latin American prose from the 50s of the XX century, has shown its great potential contributing a new breath to world literature.

**Keywords:** magical realism, world literary process, A. Carpentier, M. Asturias, G. G. Marquez

The most successful, most complete application of the method of magical realism in the Latin American prose is found out in the creativity of Colombian Nobel Prize winner G. G. Marquez, especially in his novel “One Hundred Years of Solitude”. Different elements of realism in the novels of Latin American writers Miguel Angel Asturias and Alejo Carpentier were known to world literature until Marquez. The narrative “Pedro Paramo”, written in 1955 by Mexican writer Juan Rulfo who has had a significant impact on Marquez’s creativity is one of the first literary samples of magical realism on the continent. The description of magic, as well as the image of an environment not far from reality, is understood as an artistic feature of this prose. Spanish literary critic Anxel Flores states in his article “Miraculous Realism in Spanish-American Literary Prose” that “spontaneous, unmixed realism is impossible”. I believe in the integrity of realism and fantasy. The reality of the modern Latin American prose is based on the involvement of reality with miracle, imagination, myth, first and foremost the honest reflection of the strangeness and miracles on the continent” [1;119].

Motives in this work by J.Rulfo, such as “traveling to the world of deads” and “talking to deads” are also presented in the Aztec mythology. However, it should be regarded as Rulfo’s imagination, not as a product of collective mythological consciousness, as in Marquez.

Gabriel Garcia Marquez, who was influenced by magical realism in “Pedro Paramo”, considered Juan Rulfo one of the most talented writers in Latin American prose: “In my opinion, it is one of the most beautiful novels ever written in Spanish. Although I learn a lot from him, I am careful about the relationship with him. If I were the author of

“Pedro Paramo”, I would not take a pen in my hand till the end of my life and think that what I wrote was enough ...”[2]

As in “Pedro Paramo”, there is no boundary between reality and imagination in G.G.Marquez’s “One Hundred Years of Solitude”. Sometimes it seems that reality and imagination are changing places, and reality is presented as fiction, but imagination as a reality. In “One Hundred Years of Solitude”, we know that Jose Arcadio was seen by those who wanted to see him, and even his wife, Ursula, sometimes sits beside him speaking of problems of her children. Or another episode, Melquiades, a Gypsy leader who died in a river drowning, returns to Macondo from the “world of the dead”. Melquiades is visible only to those who want to see him. Such a plot can be found in the contemporary African-American novel. The hero’s return to the “world of the dead” is just as simple as going back and forth in a neighboring village, and this is no surprise to the reader. Toni Morrison “almost brings it to the level of the documentary fact that there is no choice but to get used to it” [3:56]. While analyzing the literary realm of the African-American lady writer’s works, especially her interpretations of “living deads”, religious rituals, it seems that she was much influenced by Marquez’s creativity. T.Morrisson herself says of it: “Gabriel García opened the world for me when I read “One Hundred Years of Solitude”, it was a wide-open door. I could put reality and mythology together in a way that was so assumptive and real. I was sneaking up on it in Sula - the title character in her town is heralded by a plague of robins - “but it was like some road was beckoning, and I took it. It was a risk. Then, after Marquez, it was open to me, and I was totally in control of it” [5].

“One Hundred Years of Solitude” has given a new breath to the world prose. How, G.G.Marquez after reading the story of Kafka, once said: “It could have been written like that!”, in many parts of the world, even well-known writers have discovered a new branch of realism for themselves after the novel “One Hundred Years of Solitude”.

The traces of Latin-American magical realism can be seen in the Far East literature, as well as in modern Japanese novels, which are formulated on the basis of distinctive images, symbols, and differing worldviews. Nevertheless, the writer Kobo Abe’s novel, “The Woman in the Dunes”, full of mythologismes written in a mystic style, has been transformed into an expression of ethnic artistic thinking, but images, magical reminiscences remind of Latin American prose, especially “One Hundred Years of Solitude”.

As in Marquez, the myth in Kobo Abe is a sign of universal sadness. The myth then serves to depict the fate of human destiny in the fog of tragedy. Kobo Abe, who shares some of the highlights of the Latin-American magical realism solving “this tragedy” like Japanese, has become a symbol of mythologisme, magical realism, national spirit, and ethnic artistic thinking in Japan prose. Confessing that the author has repeatedly learned much from Latin American literature, including the magical realism of A.Carpentier, M.Asturias, and G.G.Marquez, in his later works he developed magical realism and referred it to another phase.

Several recent samples of contemporary Eastern literature have also been written directly in the spirit of magical realism. The existence of intertextual relationship between Indonesian writer Eka Kurniawan’s creativity (“Beauty is a Wound”) and the new Latin-American novel, the apparent presence of the G.G.Marquezian plot and character system, and the interest towards the unreal sides of reality, mythological time moment proves that magical realism opens up great possibilities in this literature as well as worthy examples.

In general, magical realism effects on all literary processes circulating around the world, and still going on. You can’t find a well-known writer not decorating the life, environment, past or present of his heroes, as Marquez says, “with details arising from fantastical reality, mythological world”. The writers, who consider themselves to be the bearers of postmodernist traditions today, will no doubt link the artistic world of their works to the mythological-semiotic system and the symbolic association of ethnic and cultural foundations, as in the Latin-American novel.

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## **THE LATEST ANGLICISMS IN MODERN RUSSIAN**

The most important means of human communication is language. It possesses a certain dictionary structure, a grammatical and sound system. In development language comes into contacts with other languages and is exposed to versatile changes. These changes affect all structures of language, but especially its dictionary structure which reacts, reflects and fixes the changes happening in all spheres of life and activity of people. The dictionary structure of Russian is constantly enriched with loans from English (anglicisms). This process is caused by the fact that in the last 10–15 years process of active penetration of English-language loans into Russian is observed. Such words often cause difficulties in understanding and need interpretation of values. Besides, emergence of the latest anglicisms in Russian causes a controversy on expediency of their use.

According to definitions, given in dictionaries, loans — process as a result of which foreign-language morphemes, words or phrases appear and fixed in language. They get the lexical meaning, phonetic registration, grammatical features peculiar to Russian are used in various styles and written with letters of the Russian alphabet. Loans — the integral component of development of language and one of the main sources of replenishment of a lexicon.

In popular printing editions confirmation to the fact that loans from English are widely presented in different spheres of modern Russian life is found. It allowed to classify all found loans by several groups:

1. anglicisms in social and political life: *саммит*- meeting of heads of states or governments; *тендер*- competitive form of placement of the order; *медиа* — mass media;
2. anglicisms in financial and economic life: *маркетинг* — studying of the market and active impact on consumer demand; *демпинг* — sale of goods at lower prices for the purpose of elimination of competitors; *ритейлер* — the company organizing retail of goods and services;
3. anglicisms in cultural life: *релиз* — release of the new movie or

any musical products; *трейлер* — the announcement about the movie; *флэшбэк* — return on the course of the movie or novel to last events;

5. anglicisms in branches of science and technicians: *смартфон* — portable multi-function printer, hybrid of the cell phone and pocket computer; *интерфейс* — methods by means of which the user manages the program; *контент* — substantial party of the website;
6. 5. anglicisms in sport: *контест* — competition; *тюбинг* — apparatus in the form of a rubber ring for driving on snow slopes; *трекинг* — campaign with the high level of the accompanying service;
7. anglicisms in everyday life: *тренд* — tendency; *фэшин* — fashion; *таунхаус* — the individual blocked house;

The main reasons for loans are:

1. need for the name of the new objects, concepts or realities which are earlier absent in the native language: *браузер* — the program for search and viewing on information computer screen from computer network; *подкаст* — sound or video transfer in Worldwide network; *блокбастер* — the movie calculated on wide audience and having a big box office;
2. tendency to replacement of phrases in a word: *кастинг* — casting actors or models; *риелтор* — real estate agent; *бренд* — trademark;
3. aspiration to fashionable, more modern word: *консалтинг* — consultation;
4. *клининг* — professional cleaning; *римейк* — new version;
5. alignment of the dictionary to the international lexical standard: *холдинг* — the company holding a controlling stake of various companies; *сноуборд* — driving on a special board on mountain snow slopes; *продюсер* — the person financing statement of a performance, production of the movie, any projects;

Analyzing situations of the use of anglicisms in mass media, it is possible to come to a conclusion that new loans can be divided into two categories — justified loans which meet requirements of the language; and unjustified loans which could be avoided at more careful attitude to a natural Russian word.

We consider presence of the majority of anglicisms at computer, sports, financial, scientific and technical and musical lexicon justified, so it is caused by the need for the name of things and the phenomena, new to our life, aspiration to internationalization of terms, alignment of Russian according to the international standard. Several examples of

such loans: *блог* - the page on the Internet issued in the form of the magazine, the diary; *мейнстрим* — the current, the direction in art which is characterized by lines, recognized typical for this time;

In this case English-language lexicon is means of laconic and exact information transfer, enriches or supplements our native language, but at the same time can become a barrier to understanding of the text by the unprepared reader. With such situation the reader will be helped by knowledge of English or dictionaries of the latest foreign words.

Besides necessary loans, unnecessary loans which use can be explained them with appeal, prestigiousness, aspiration to fashionable more modern word are revealed. Such loans do not meet the requirements of need as in Russian there are already means for designation of the mentioned phenomena. An attempt to pick up lexical equivalents to the found loans of this kind is made. Only the few examples are given: *мониторинг* — control; *кемпинг* — base for tourists; *шопинг* — shopping; *дедлайн* — deadline;

Now English-speaking words in a modern Russian context become one of signs of our era. This phenomenon is promoted by the extending contacts of Russia with other countries of the world, need of the international exchange of information, emergence and distribution of the new ideas, things and technologies. There is a need for the name, differentiation or internationalization of new concepts.

Rapid inflow of anglicisms to Russian raises a question of expediency of use of many of them. The analysis of situations of the use of English-language loans in mass media revealed cases of both justified, and their unjustified use. In the first case, loans were irreplaceable means of laconic and exact information transfer about the new phenomena and concepts of our life. In the second case, use of English-language loans were excessive as in Russian there are already means for designation of the mentioned phenomena.

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## ***SECTION IX. Jurisprudence***

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### **RESTRUCTURING OF BUSINESSES OR LEGAL PROTECTION PROCEDURE IN LATVIA**

**Abstract.** 11 years have passed since the implementation of legal protection procedure (hereinafter – the LPP) for commercial companies established with the view to enable commercial companies to recover from temporary financial difficulties. In general, insolvency proceedings are currently governed by three different laws: The Law on Insolvency of Businesses or Business Companies, the Insolvency Law of 01.11.2007 effective from 01.01.2008, and the new Insolvency Law of 26.07.2010 effective from 01.11.2010; the latter has experienced significant changes upon enactment on 22 December 2016 of the Amendments to Insolvency Law effective from 6 January 2017. The purpose of this article is clarification of the objective and principles of legal protection procedure and identification of the range of subjects in legal protection procedure and the key preconditions to the institution and enforcement of the LLP.

**Key words:** restructuring, legal protection procedure, subject in legal protection procedure, restoration of solvency, insolvency

## Introduction

11 years have passed since the implementation of legal protection process (hereinafter also referred to as the LPP) for commercial companies in Latvia, which is established with the view to enable commercial companies to recover from temporary financial difficulties.

Formation of market relations in the early nineties of the XX century put forward as a priority the development of a contemporary law on insolvency. On 3 December 1991, the Supreme Council of the Republic of Latvia adopted the law “On Insolvency and Bankruptcy of Companies and Enterprises” [1], which was and still is one of the most important basic elements of Latvia’s commercial law. The most significant component in the system of insolvency standards created by the state was the recovery or restoration of a debtor’s activity, rather than bankruptcy, and, to a greater extent, this basic intention was also preserved in today’s legal regulation of insolvency.

Along with the development of the market economy, insolvency law regulating market activity also developed. On 1 November 2010, the new Insolvency Law [2] adopted by the Saeima (the Parliament) on 26 July 2010 came into force. With the entry into force of the new law, the law having the same name [3] of 1 January 2008 has lost its force. In general, the insolvency processes are currently regulated by three different laws – the law “On Insolvency and Bankruptcy of Companies and Enterprises” [1], the first Insolvency Law [3] and the new Insolvency Law [2], which has been significantly amended after adoption on 22 December 2016 of Amendments to the Insolvency Law [4], which entered into force on 6 January 2017.

The origin of the legal protection of commercial companies as a solution to the legal restoration of solvency can be found in the United States, where the procedure for the reorganisation of enterprises is regulated by Chapter 11 (Bankruptcy) of the Code [5]. In Estonia a similar procedure is available from the end of 2008 [6] and is considered to be a significant change in the legislation of Estonia. In Lithuania this procedure exists as of 2001 [7].

From 1 January 2008, when the first Insolvency Law [3] came into force and proposed a new legal solution – legal protection of a debtor, up to the present time, when the second Insolvency Law [2] is in effect, 1127 [8] cases on the legal protection process have been initiated, of which in 299 [9] cases the legal protection process has been announced, in 100 [9] cases changes in the legal protection process have been

approved, and in 1035 [9] cases the legal protection process has already been terminated.

It is important to note here that the legal protection of commercial companies is a borrowed process that was not included in commercial law and insolvency law until the effective date of the Insolvency Law of 2008 [3], and the understanding of it was only imaginary. The process, in which the activity of an entity experiencing temporary difficulties with respect to solvency is protected rather than subjected to an insolvency procedure, is a solution for entities whose business has been affected by the recession, however, its recovery is possible if certain protection is available. This is another opportunity for those entities that in 2008-2010, under the influence of the financial and management crisis in Latvia [10], experienced financial difficulties and are still struggling with its consequences.

With the growth of the number of cases on legal protection process, the problems of this legal solution have also become urgent.

In Latvian legal literature there is a lack of special studies on the legal protection process, the purpose and principles of the legal protection process, the circle of subjects of the legal protection process, the issues of consideration of cases. The works of Latvian legal experts do not present in-depth study of legal protection, however, certain papers have methodological significance in understanding these issues, including Comments to the Civil Procedure Law [11] Explanations and Opinions of the Insolvency Administration [12], publications of G. Bērziņš [13; 14; 15; 16], A. Gobzems [17; 18; 19], H. Jauja [20], I. Melķis [21] and others.

The global economic crisis made it necessary to improve the legal regulation of insolvency and restoration of solvency not only in Latvia, but also in Europe. Both in Latvia and in some large European countries, including Germany, Spain and Italy, the most important reforms of the legislation in the field of insolvency have been implemented only recently.

As a result of the reform of the legislation on insolvency, Europe has closely approached the Anglo-American legal system in the legal regulation of the restructuring of insolvency, with the adoption of the American institution of a *debtor-in-possession* (meaning a *protected debtor*).

A scientific study of the problems of the implementation of the legal protection process is relevant, important and urgent. The quality of the LPP system is determined not only by the norms of the law, but also by the practice of applying these norms, the formation of which is in the

hands of the persons supervising the LPP and the Insolvency Administration.

The purpose of this article is to clarify the goal and principles of the legal protection process laid down in the Insolvency Law, to clarify the general provisions and consequences of initiating a case on the LPP, the most significant aspects of the implementation of the LPP.

### **Goal and principles of the legal protection process**

According to the definition of a legal protection process given in Section 3 Paragraph One of the Insolvency Law [2], a legal protection process is a set of measures of a legal nature aimed at restoration of the debtor's ability to settle his/her liabilities, if the debtor has come or believes that he/she may come into financial difficulties. The purpose of the Insolvency Law [2] in general is to facilitate the fulfilment of liabilities of the debtor who has come into financial difficulties and, if possible, to restore its solvency by applying the principles and legal decisions established by the laws and regulations of the Republic of Latvia. In fact, legal protection process is a set of measures of a legal nature aimed at protection of the interests of a commercial company in the event of limited solvency in order to restore its solvency in full.

The intermediate goal of the LPP policy is to facilitate the return of viable enterprises to economic turnover, thus ensuring the protection of creditors, and, in the long run, getting more than in case of insolvency. [22]

In the legal protection process, there are 8 general principles [2], which are analogous to the principles of the insolvency process of a legal entity and the insolvency process of an individual: 1) the principle of the preservation of rights; 2) the principle of equality of creditors; 3) the principle of prohibition of arbitrariness; 4) the principle of compliance with obligations; 5) the principle of effectiveness of the process; 6) the principle of turnover rate; 7) the principle of openness; 8) the principle of good faith. It follows from the above that the persons involved in the process are obliged to use their rights and meet their obligations in good faith. A debtor and creditors should not use the process for commercial gain. In addition, the legal protection process respects the rights of creditors obtained prior to the process. Limitation of creditor's rights, which is defined in the process, cannot exceed the extent necessary for achieving the goal of the LPP. Creditors are also given equal opportunities to participate in the process and obtain satisfaction of their claims in accordance with the obligations they have established with the

debtor prior to the commencement of the process. In accordance with the principle of prohibition of arbitrariness, the creditor and the debtor cannot take individual actions that harm the interests of the body of creditors. According to the principle of compliance with obligations, within the framework of the LPP, the measures taken should allow compliance with obligations assumed by the debtor, to a greater extent and with the least consumption of resources, in order to achieve the goal of the process. The goal of the LPP is to maintain the rate of commercial legal turnover. The information on the LPP should be available to all persons involved in the process, thus contributing to the interests of these persons and the achievement of the objectives of the process. An exception is information, unrestricted disclosure whereof could harm the legitimate interests of the debtor or the creditors.

The legal protection process is a concept close in its purpose and area of focus to the internationally widely known concept of restructuring.

In literature there is an opinion that restructuring of an enterprise is implementation of organisational, business, financial, economic, legal, and technical measures aimed at increasing the competitiveness of the enterprise and increasing its value, which leads to its financial recovery, increased output, and higher production efficiency. During the restructuring period, an enterprise may be reorganised, may change the form of its management, ownership, organisational and legal form, and discharge its liabilities. [23]

In the opinion of O. S. Bogdanov, restructuring is an integral set of measures for the market organisation of financial and economic activities of a legal entity aimed at increasing the efficiency of using its internal and attracted resources. The restructuring of an enterprise is carried out in order to achieve the proportion and interaction of main production factors most appropriate to the prevailing economic realities. In addition, restructuring includes effective use of financial means, production nomenclature, liabilities, as well as exemption from unnecessary costs. [24, 118]

In the opinion of some attorneys at law in Latvia, a legal protection process is an agreement of an enterprise facing financial difficulties with its creditors, reached in accordance with the Insolvency Law, on extension of the term of repayment of debts, full or partial repayment or reduction of debts, increase of share capital, reorganisation of the enterprise or other events with the purpose of continuing the activities of the enterprise and restoring the ability of the enterprise to settle its liabilities. [25]



During the development of the Insolvency Law, there was an opinion that when implementing the institution of a legal protection process, a humane and economically effective solution will be found and would oppose the dominant situation at the time – the destruction of the debtor's business. [13,396]

Possibly, full advantage of the newly introduced legal solution, which provides an opportunity to eliminate temporary financial difficulties and to restore commercial activity, has not been taken during the implementation of the law precisely due to the fact that it has only emerged recently and due to lack of experience.

As correctly noted by S.I. Lazko [26], restructuring of an enterprise is aimed at optimising all its functions, ensuring the achievement of the greatest economic benefit from its activities. Also, restructuring is a complex of various interrelated transformations at the enterprise in order to improve the long-term production efficiency, profitability, and the achievement of its optimal functioning. This procedure is primarily aimed at recovery of the enterprise, and can be associated with changes in the organisational and legal structure of the enterprise, changes in the management structure of the enterprise, in the personnel structure, transformation of the production process, conversion of the enterprise, etc.

The restructuring of an enterprise includes the market orientation of the enterprise, increasing its flexibility, active development. Therefore, in the scientific literature restructuring is often called a comprehensive recovery of the enterprise in order to overcome the crisis and ensure further development. [27, 325]

The process of restructuring includes improvement of production and commercial activities of an enterprise in order to increase its profitability and competitiveness, on the one hand. On the other hand, this may not be enough for restoration of solvency and normal operation of the enterprise. In this case, there is a need for restructuring, which will mean reaching an agreement between the debtor enterprise and the creditors on the financial recovery of the enterprise. [26]

The very purpose of the Insolvency Law as of the moment when the legal protection was included in the legal regulation has changed. In the historical version of the Insolvency Law [3], the purpose of the law was, firstly, to help restore the solvency of an insolvent entity and, secondly, protect the interests of the body of creditors in case of limited solvency or insolvency of the debtor. As of 1 November 2010, the new Insolvency Law [2] the legislator, for inexplicable reasons, has excluded

protection of creditors' interests from the priorities of the purpose of the law.

It is absolutely clear that the main purpose of the legal protection process or restructuring of a debtor is to restore the solvency of the debtor enterprise, increase of its competitiveness and exit from the crisis. However, at the same time there is no unity of opinion on the forms of restructuring.

### **Subjects of the legal protection process and the procedure for special proceedings**

Cases related to a legal protection process are considered in special proceedings.

A case on a legal protection process is considered by a court having competence over the registered office of the debtor, which was registered by the debtor three months before the application was submitted to the court. [28]

The first step to the legal protection process is to determine whether an applicant is a subject of the legal protection process.

For the applicant for a legal protection process to be eligible for the restoration of solvency stipulated by the Insolvency Law [2], and the benefits arising from it, the court, when considering the application and taking a decision to accept the application and initiate the case, has to establish that the applicant is a subject of the legal protection process, namely: a) a legal entity; b) a partnership; c) a sole proprietor; d) a person registered in a foreign country and performing permanent economic activity in Latvia; or e) a producer of agricultural products (a legal entity more than 50 percent of whose annual income on the date of filing an application for a legal protection process is derived from production and processing of agricultural products). The court must also state that: the subject is facing or will face financial difficulties; the subject is or will be unable to settle its liabilities; the liquidation of the subject has not commenced; within the previous four months a legal protection process has not been initiated and terminated due to the fact that the plan of actions in the legal protection process in the manner and within the time limit established by law has not been approved by the established majority of creditors or due to the fact that the plan of actions in the legal protection process does not meet the requirements of the Insolvency Law; with regard to the subject of the legal protection process, a legal protection process related to the implementation of the plan of actions in the legal protection process has not been implemented and terminated

during the previous five years (this provision does not apply in case of announcement of the insolvency process of a legal entity with respect to the debtor and if an application for a legal protection process is filed). It is important to take into account that the following financial and capital market participants cannot be regarded as a subject of a legal protection process: an insurer, an insurance brokerage company, an organizer of a regulated market, an investment brokerage company, a depository, a manager of alternative investment funds, an investment management company, a savings and loan company, a credit institution and a private pension fund.

The court shall accept an application for a legal protection process from a debtor, on whose behalf the application is filed (i.e. a person who has the right to represent the debtor and is registered as such) or from a person who is authorised (special power of attorney) to file an application. The provisions of the Civil Procedure Law providing for an obligation of the court to verify the identity of the applicant, and an obligation of the applicant and the recipient to sign in a special register, where every application for the LPP is recorded, clearly point to an absolute necessity of physical presence of the debtor (or a representative) at submission of an application. Although the Civil Procedure Law [28] and the Insolvency Law [2] do not stipulate whether underlying documents should be appended to the application (and if so, what documents specifically), in the author's opinion, any application must be substantiated in compliance with the general norms of civil procedure related to the burden of proof. Section 92 of the Civil Procedure Law [28] provides that evidence is the information on the basis of which a court establishes the existence or absence of facts that are relevant in adjudicating the case. Therefore, in this case, in order to make a decision on acceptance of an application for a legal protection process and on eligibility of a subject to a process of restoration of solvency and the benefits thereunder as stipulated by the Insolvency Law [2] the court must have credible and verifiable evidence of existence of and compliance with the preconditions, as well as of the absence of statutory limitations, since a court order to initiate a case on a legal protection process entails significant consequences not only for the debtor, but also for its creditors, namely, a court order to initiate a case on a legal protection process: 1) suspends the proceedings on execution of decisions on collection of amounts awarded, but not collected from the debtor, and the proceedings on enforcement of obligations on the basis of a court decision in accordance with the procedure laid down in the Civil Procedure Law [28] (The debtor is obliged to inform the court

bailiff in charge of the cases on collection of the amounts awarded, but not collected from the debtor, and the cases on enforcement of obligations on the basis of a court decision about initiation of a case on a legal protection process). [2]; 2) prohibits a secured creditor from demanding the sale of the debtor's pledged property (A secured creditor may demand the sale of the debtor's pledged property, if the said prohibition causes significant harm to the interests of the creditor (including if there is a threat of destruction of the pledged property or if the cost of the pledged property has significantly reduced)). A decision on permission to sell the debtor's pledged property shall be taken by the court, which initiated the case on the relevant legal protection process.) [2]; 3) prohibits the creditor from filing an application for insolvency proceedings of a legal entity [2]; 4) prohibits the liquidation of the debtor [2]; 5) suspends the accrual of liquidated damages [2]; 6) suspends the accrual of interest that exceeds legitimate interest, except when the interest rate set by the European Central Bank on the main refinancing operations exceeds the legitimate interest, as in this case the interest rate set by the European Central Bank on the main refinancing operations shall apply [2]; 7) suspends the accrual of default interest [2]; 8) suspends the accrual of penalty for tax arrears [2].

No later than on the day following receipt of the application for a legal protection process, the judge decides: 1) to leave an application for a legal protection process without action; 2) to refuse to accept an application for a legal protection process; 3) to accept an application for legal protection process and initiation of the case. A responsible institution shall make an entry in the Insolvency Register on the initiation of a case on a legal protection process on the basis of a duplicate of a court order. The Insolvency Register is maintained by the Register of Enterprises in accordance with the Law on the Register of Enterprises of the Republic of Latvia [29], the Insolvency Law [2] and other laws and regulations.

Further exercising of the right to the process of restoration of solvency is subject to the development of the plan of actions of the legal protection process, its successful coordination, approval and implementation.

### **Development of the plan of actions in the legal protection process and implementation of the process**

One of the most significant stages of the entire LPP is the development and coordination of a plan of actions in the legal protection

process, which, in accordance with the provisions of Section 40 Paragraph Two of the Insolvency Law [2], should be done within a limited period of two months from the date of institution of a case on a legal protection process by the court. The time limit for the implementation of the legal protection process is no more than two years from the date when the court decision on the implementation of the legal protection process comes into effect, however, it can be extended for another two years, if the majority of creditors so agree.

The definition of the plan of actions in a legal protection process does not proceed from the existing normative legal acts. Taking into account the preliminary requirements for the content of the plan of actions in the legal protection process prescribed by the Insolvency Law, it could also be called a kind of a business plan in which the business activity is planned for a certain period of time, namely, for the period of legal protection, ensuring that the creditors who have not approved the plan in implementing of the legal protection process would have at least the same gain as it would have been if at the time of the approval of this plan an insolvency process would have been initiated against the debtor.

In the author's opinion, the plan of actions in a legal protection process should be detailed, thought out, should reflect the debtor's current situation and future prospects, and should also highlight the strengths and weaknesses of his/her business activities. Positive assessment should be given to the requirement stipulated in the Insolvency Law [2] to include in the plan: 1) a report on expected planned cash flow in the first year of the process, with an explanation of the items of the report in the interval of one month, and for subsequent years – in the interval of three months; 2) objections to the plan of actions in the legal protection process submitted by creditors and not taken into account, as well as the evidence that the plan of actions in the legal protection process has been delivered to all creditors; 3) an opinion of a sworn auditor, if prepared; 4) information on candidates nominated by creditors for the performance of the duties of a person supervising the legal protection process, unless an agreement on a candidate for the performance of the duties of a person supervising the legal protection process has been reached. The plan of actions in the legal protection process is valid from the date of its approval by the court and is binding (also upon creditors who have not approved it). If the plan of actions in the legal protection process is not supported by the established majority of creditors in a prescribed manner, and the legal protection process is terminated, the said prohibitions cease to exist, and the amount of the

suspended liquidated damages, interest and default interest shall be calculated in full.

The legislator provided for the application of one or more methods in respect of the debtor in the course of a legal protection process, including postponing the fulfilment of payment obligations, alienation of movable or immovable property or their encumbering with real rights, increase in fixed capital, reorganisation, proportional redemption or reduction of a principal debt, liquidated damages or interest, and other methods consistent with the purpose of the legal protection process. The methods of the legal protection process do not apply to the costs of the legal protection process, as well as to the fines provided for by the Administrative Violations Code [30] and the Latvian Criminal Law [31]. In addition, the plan of actions in the legal protection process may provide for an individual creditor much more unfavourable conditions compared to other creditors only with the consent of the relevant creditor. [2]

Among other things, it is important to note that when applying to the court with an application for a legal protection process, the subject of the legal protection process should be ready, after the decision to initiate the case, to immediately (specific time limit is not indicated) send to all creditors an up-to-date list of creditors specifying the amount of claim and contact information of each creditor. It is important to note that the legislator does not pay the necessary attention to admissibility of an individual as a creditor in the legal protection process, therefore, there is no assessment of admissibility of the disclosed information and its compliance with the General Data Protection Regulation (Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) (General Data Protection Regulation) [32].

In accordance with the provisions of Section 43 of the Insolvency Law [2], the person supervising the process of legal protection, before the approval of the plan of actions in the legal protection process in court, shall submit an opinion on this plan within the time limits established by the court and shall forward it to the debtor simultaneously with its submission to the court. The opinion shall contain an assessment of the compliance of the plan of actions in the legal protection process with the norms of law and an assessment of whether it will achieve the statutory purpose of the legal protection process. Claims that *prima facie* seem unfounded, should be attached to the opinion, and where necessary (the

possibility of a false claim) this should be reported to the responsible state authorities. If the debtor does not take into account the objections raised by the creditors against the plan of actions in the legal protection process, these objections shall be assessed, and an independent sworn auditor who is not a person supervising the legal protection process shall provide his/her opinion regarding these objections.

Termination of the legal protection process after the implementation of the plan of actions in the legal protection process shall be the basis for termination of the restrictions on the actions of the debtor established by the legal protection process and for using the method applied in this process.

## **Conclusions**

- The process of legal protection is a set of legal, organisational, business, financial, economic and technical measures aimed at protection of the interests of a subject of a legal protection process in the event of limited solvency in order to optimize all of its functions, increase its competitiveness and exit from the crisis, with the purpose of its financial recovery, efficiency of production, repayment of debts and restoration of its solvency in full.
- There are 8 general principles in a legal protection process: 1) the principle of the preservation of rights; 2) the principle of equality of creditors; 3) the principle of prohibition of arbitrariness; 4) the principle of compliance with obligations; 5) the principle of effectiveness of the process; 6) the principle of turnover rate; 7) the principle of openness; 8) the principle of good faith.
- Subjects of a legal protection process: a) a legal entity; b) a partnership; c) a sole proprietor; d) a person registered in a foreign country and performing permanent economic activity in Latvia; or e) a producer of agricultural products (a legal entity more than 50 percent of whose annual income on the date of filing an application for a legal protection process is derived from production and processing of agricultural products).
- The following financial and capital market participants cannot be regarded as a subject of a legal protection process: an insurer, an insurance brokerage company, a regulated market organizer, an investment brokerage company, a depositary, a manager of alternative investment funds, an investment management

company, a savings and loan company, a credit institution and a private pension fund.

- The provisions of the Civil Procedure Law providing for an obligation of the court to verify the identity of the applicant, and an obligation of the applicant and the recipient to sign in a special register, where every application for the LPP is recorded, clearly point to an absolute necessity of physical presence of the debtor (or a representative) at submission of an application.
- In order to make a decision on acceptance of an application for a legal protection process and eligibility of a subject to a process of restoration of solvency and the benefits thereunder as stipulated by the Insolvency Law, the court must have credible and verifiable evidence of existence of and compliance with the preconditions, as well as of the absence of statutory limitations, since a court order to initiate a case on a legal protection process entails significant consequences not only for the debtor, but also for its creditors.
- The plan of actions in the legal protection process could also be called a kind of a business plan in which the business activity is planned for a certain period of time, namely, for the period of legal protection, ensuring that the creditors who have not approved the plan in implementing of the legal protection process would have at least the same gain as it would have been if at the time of the approval of this plan an insolvency process would have been initiated against the debtor. The plan of actions in a legal protection process should be detailed, thought out, should reflect the debtor's current situation and future prospects, and should also highlight the strengths and weaknesses of his/her business activities.
- Methods of a legal protection process: postponing the fulfilment of payment obligations; alienation of movable or immovable property or their encumbering with real rights; increase in fixed capital; reorganisation (as defined in the Commercial Law); proportional redemption or reduction of a principal debt, liquidated damages or interest; other methods consistent with the purpose of the legal protection process.
- Termination of the legal protection process after the implementation of the plan of actions in the legal protection process shall be the basis for termination of the restrictions on the



actions of the debtor established by the legal protection process and for using the method applied in this process.

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**ABOUT SOME FEATURES OF THE ACCEPTANCE  
OF THE OFFER BY IMPLICATIVE ACTIONS**

**Abstract.** The article is written on the basis of the final qualifying work "Conclusion of the contract by exchange of documents and conclusion of the contract without fail". The key issue of the article is the possibility of acceptance by conclusive actions. The article analyzes the existing in the theory and practice of legal issues relating to the procedure for acceptance of the offer, the basic principles and approaches outlined in the current civil law, the conclusions on the legal model chosen by the legislator for the recognition of the agreement. The article begins with the fact that the acceptance is the response of the person to whom the proposal is addressed, on its acceptance, according to article 438 of Civil code of the Russian Federation. At the beginning of the article the General provisions on acceptance are described, the ways of its expression are explained. The opening scene shows the classic rule of "mirror compliance" and in accordance with article 443 of Civil code of the Russian Federation, the requirements for acceptance are considered. On the basis of judicial practice, situations are mentioned when the parties do not take into account the fact that until the moment when the acceptance will mirror the offer, the contract is not concluded, and one of the parties begins execution, believing that it acts in pursuance of the concluded contract and thereby accepts the last offer (Resolution of the Federal Arbitration Court of North-West district dated December 22, 2014 in case № A21-885 / 2014). In conclusion of the article, it can be argued that the current legislation uses the concept of "confirmed" acceptance, which means that the contract will be considered concluded with the consent of the Offeror to accept on other terms or at the end of the "agreement" of the terms. [11]

**Keywords:** offer, acceptance, conclusion of the contract, contractual relations, recognition of the contract concluded

According to Art. 438 of Civil code of the Russian Federation, the acceptance is the response of the person to whom the offer is addressed, on its acceptance. Acceptance must be complete and unconditional.

A certain way of expressing acceptance can be established in the offer. For example, it may specify that only the explicit form of acceptance will be considered [13, p. 116]: in such a case, silence or performance of the terms of the offer will not be considered as acceptance. If the offer does not specify the method of acceptance, the addressee of the offer may choose any of the available methods.

The current legislation contains certain requirements to the acceptance content. In Russia, if the acceptance does not mirror the offer, the contract is not considered to be concluded, and, therefore, the Contracting parties remain at the stage of sending each other an offer. Following this classical rule of "mirror correspondence" [12, p. 157] of acceptance to the offer, the following requirements are imposed on the acceptance: unconditional and unconditional (article 443 of civil code). In accordance with the rule of mirror correspondence, an acceptance may not contain new conditions or change those presented in the offer, if the response to the offer contains additional or different conditions, it is a rejection of the offer and a counteroffer.

Acceptance can be expressed in various forms-a written response, a response by Fax, an electronic document transmitted through communication channels, allowing you to reliably establish from whom it comes, and in cases provided by civil law, and orally. In case of public offer (for example, placing the goods in a shop window), the actual actions of the buyer to pay for the goods can act as an acceptance. In appropriate cases, such actions as filling out the guest card and receiving a receipt at the hotel, purchasing a ticket in public transport, etc. can be recognized as acceptance [10, p. 173].

Another kind of acceptance is acceptance by silence. In accordance with the General rule, silence (inaction) in itself cannot become a legal fact entailing the emergence, change or termination of the rights and obligations of the parties, including contractual ones. That silence could be regarded as an expression of the will of one of the parties, it must be complied with one condition: you must establish the use of silence as acceptance, if it is stipulated in the law, formed the custom or follows from previous business relations of the parties (item 2 of article 438 of Civil code).

At the stage of establishing contractual relations, there is no practice of contractual relations between potential counterparties, therefore, there are no agreements on the meaning of silence. If the parties already had certain relationship, for example, they had previously concluded contracts, or there is a preliminary agreement on the conclusion of the contract of sale, it allows, applying a broad interpretation (to include pre-contract) used in section 2 of article 438 of Civil code the concept of "previous business relationship of the parties" to prevent the recognition by contractors of silence as a proper acceptance. When there is only a "gentleman's agreement" between the parties on the conduct of negotiations, in which it is established that silence will be regarded by the Offeror as consent to the contract, it will not be considered a proper exception to the General rule on the meaning of silence. This means that the parties will not be able to refer to this agreement in the event of a dispute about the conclusion of the contract, at least, as long as the implementation of such an agreement does not lead to the establishment of business practices between the parties. But even in this case, the proof of the meaning of silence will not be in itself a "gentleman's agreement", but the practice established on its basis [9, p. 247].

Paragraph 3 of article 438 of Civil code establishes a General rule on the possibility of acceptance of the action: "the Person who received the offer, within the period established for its acceptance, actions to fulfill the terms of the contract specified in it: shipment of goods, provision of services, performance of works, payment of the appropriate amount, etc. is considered acceptance, unless otherwise provided by law, other legal acts or is not specified in the offer." Thus, Civil code is flexible enough to address this issue. However, the wording of paragraph 3 of article 438 of Civil code is not without drawbacks and allows ambiguous to interpret this provision: it is unclear whether the acceptance of action only in respect of the offer in which the deadline for acceptance, or it is also applicable to the offer, where such period is not specified (such a proposal can be accepted within a reasonable time).

Actions indicating acceptance in practice include: consumption of services (Resolution of the Arbitration court of the Moscow district of 24.08.2016 № F05-11669/2016 in case № A40-187432/2015 [6]), transfer of the rental object to the lessee for temporary possession and use, making lease payments by the lessee to the lessor (Resolution of the Arbitration court of the Ural district of 21.11.2016 № F09-10016/16 in case № A76-26788/2015 [3]), payment of bills, preparation of acts of

acceptance and transfer (Resolution of the FAS Moscow district of 24.07.2013 in case № A40-131045/12-153-1341 [5]) etc.

As follows from the paragraph 2 article 13 of the Resolution of Plenum of the Supreme Court of 25.12.2018 № 49 "On certain issues of application of the General provisions of Civil code of the Russian Federation on the conclusion and interpretation of the Treaty" [2], in the sense of paragraph 3 of article 438 of Civil code for the purpose of qualifying conclusive action as the acceptance it is enough that the person to whom was sent the offer, proceeded to the execution of the proposed contract on the terms specified in the offer, and set for its acceptance period. In this case, it is not required to fulfill all the conditions of the offer in full.

Judicial practice recognizes the possibility of acceptance by the relevant actions and in those cases if written form is established for the agreement (paragraph 5 of the information letter of the Presidium SAC (Supreme Arbitration Court) of the Russian Federation 05/05/1997 № 14, Resolution of the Presidium SAC RF dated 10/22/2013 № 6764/13 in case № A79-6813 / 2012 [7]) or agreement requires state registration (Resolution of the Arbitration court Volga-Vyatka district dated 10.22.2015 № F01-4082/2015 in case № A11-4843 / 2012 [8]).

In a situation, when acceptance by taking actions to fulfill conditions of the contract corresponds to direction written acceptance, priority value is not given to written acceptance. The contract is considered to be concluded on the terms valid during the fulfillment of the first action attesting to acceptance (Resolution of the Arbitration court North-West district dated 01.03.2016 № F07-24 / 2016 to case № A56-20909 / 2015 [4]).

In practice there are situations, when parties do not take into account the fact, that until the moment, when acceptance will be mirrored corresponding to the offer, the contract is not concluded, but one from the parties begins execution, assuming that acts in fulfillment of the concluded contract and thereby accepts the last offer.

So, in the Resolution of the FAC (Federal Arbitration Court) of North-West district dated December 22, 2014 in case № A21-885 / 2014 a dispute between a company limited liability, engaged in transportation, and state Bus Station enterprise. There was concluded an agreement between parties about organizing passenger transport and servicing passengers according to which one company sold tickets and informed passengers about the time of departure buses, and another company received remuneration in the amount of 12% of value sold tickets, contract was prolonged for the next year, if none of the parties made objections. In 2013, one company sent a new contract to another, which provided the amount of remuneration by 15%. The company sent protocol of disagreements to enterprise, but continued to use services of the enterprise. The company for all years withheld remuneration for its services

in the amount of 15%. At the end of the year society appealed to the court demanding to recover unnecessarily withheld amount. Arbitration Court areas and Appeal Court claims satisfied. It is interesting to note, that the courts proceeded from that an agreement of 2013 between parties was concluded, but the condition on the price was not agreed, which is impossible in accordance with Civil code of the Russian Federation, so as acceptance should be complete and unconditional. The Federal Arbitration Court of North-West District decisions subordinate courts quashed, in claims to society refused, because the company submitted to the society the offer, the society continued to use services enterprises, that in accordance with paragraph 3 of Art. 438 of Civil Code of the Russian Federation is an acceptance action, i.e. the contract was concluded on the terms of the enterprise.

Civil code of the Russian Federation directly does not establish, that acceptance by action comes into force from the moment of commission of the corresponding actions. This gives the opportunity to determine the time the entry into force the acceptance the action according to the general rules, i.e. associate it with the fact receipt acceptance. Even if the acceptor performs actions on acceptance of the offer on time, established for acceptance, contract will be considered concluded only after receipt by the provider information about the acceptance action (for example, in the form of delivery to him sent goods).

It should be noted that the created situation, in which the provider is obliged to wait for execution after the deadline for acceptance, assuming that execution was committed on time for acceptance, but a notice about him was not sent, is not fair. Moreover, that the possibility of acceptance the action is the general rule, the provider does not fix in the offer the special consent to such a “pending execution”.

Despite that as a general rule, acceptance must be received before expires for acceptance of the offer (Art. 440 of Civil code of the Russian Federation), Art. 438 of Civil code of the Russian Federation establishes, that on time, established for acceptance, must be committed action, but not received a notice about him. Thus, if the acceptance the action is committed within the time period set for him, then such acceptance must be recognized valid regardless of depending on the presence of notice about him. Consequently, the contract will be considered concluded at the time of execution of the action, and not at the moment of receipt by the offeror of the provider a notice or of another certificate of acceptance by action, for example, of the goods sent by the acceptor.

Another argument in favor of that a notice of acceptance an action is optional, is that if apply to an acceptance action a general rule that acceptance comes into force from the moment of receiving a notice about him, and not from the moment of taking action, it becomes undefined legal nature of actions performed by acceptor.



Consequently, if the provider finds out about the perfect acceptance by the action before the corresponding period has expired (that is, he will receive execution), an additional notification is not required. In this case unclear remains only the question about when was the contract concluded - from the beginning of the commission of the actions by acceptance or from the moment when the provider received necessary information. If the offeror fails in time before the expiration of the deadline for acceptance without an additional notification by the acceptor find out about acceptance by the last of the proposal, question about the need and the meaning of the notice remains without an answer.

The exception is an agreement delivery, with respect to which Civil code stipulated special rule for acceptance on other conditions (Art. 507). This article imposes on the provider the obligation to respond to such acceptance, namely refuse or to accept acceptance on other conditions. The consequence of lack of appropriate action on the part of the provider is occurrence of responsibility by which he must will compensate for losses caused by evasion from agreeing conditions. In such case the contract will not be considered concluded, since as the parties will not come to agree regarding its conditions, that is required in accordance with Article 423 of Civil code of the Russian Federation. The norm Article 507 of Civil code of the Russian Federation first of all contains the goal of the legislator to establish pre-contractual liability for violation of the order his conclusion, prevailing over overcoming the party's disagreements with him conclusion.

In addition, on June 1, 2015, Civil code of the Russian Federation was supplemented by Art. 434.1, governing negotiations on concluding a contract and issues pre-contractual liability.

The above allows to make conclusion that that Civil code of the Russian Federation uses the concept of a "confirmed" acceptance, i.e. the contract will be considered concluded with consent of the provider for acceptance on other conditions or if the termination of the "approval" of conditions. Parties do not enter with each new proposal to change conditions into a new contractual process, and all approval is taking place as part of one contractual process, what affects, as was mentioned, at the time of conclusion of the contract, as well as on the possibility of recall offers with new conditions.

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## ***SECTION X. Educational Sciences***

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### **FORMATION OF SPEECH CULTURE IN AGRARIAN PROFILE STUDENTS IN THE STUDIES OF RUSSIAN LANGUAGE AND SPEECH CULTURE**

The major task of the country's development as the largest world power is modernization of agrarian education which main focuses are: providing education available to the young rural population, training of qualified professionals of certain level and specialization who are competitive in the labor market and able to provide effective maintenance of agro-industrial complex. The Russian Federation government program *Development of Education* for the years 2013 and 2020 on the question of the education system human resourcing says that the important factor influencing the quality of education is the status of human resources on all of its levels [5, p.74].

Secondary professional education is the most effective form of early socialization of the young population which lays the solid groundwork for their life success in the future and provides for the informed choice of their profession. Reformation of Russia's education

system stipulates the necessity of development of continuing education system which is the essential stage of obtaining higher education.

Establishment, development and improvement of the continuing education system are strongly affected by the development of secondary professional education (SPE) system and formation of the SPE departments at the premises of higher education institutions. The practice of Volgograd State Agrarian University may serve as the example. In 2012 the Institute of Continuing Education was formed at the premises of the university as the structural unit of the university which is focused on the needs of the regional labor market from the perspective of sustainable development of rural territories and which allows to enter the university after 9 years of school.

National education has always been at a decent level thanks to its strong humanistic traditions, fundamental cultural principles and delicate, sacral attitude towards language as the mental and spiritual value. Therefore, one of the major tasks of *The National Doctrine of Education in the Russian Federation till 2025* is determined to be the preservation and development of the importance of Russian language as one of the integrating factors of the multinational Russian state.

The analysis of teaching the course of *Russian Language and Speech Culture* suggests several causes of conflicts which have led to decrease of speech culture level and, as a result, to disturbance of communication among young people. The analysis of the students' speech reveals that the modern state of speech culture of the young population is at the lowest stage of its development. Developing a student's speech culture should first of all be exercised through the course of *Russian Language and Speech Culture* during which students should develop their universal cultural skills such as: the ability to speak and write in a logically correct, reasonable and clear way; the skills of public and scientific speech; fluent written and spoken Russian language, the ability to use professionally-oriented rhetoric, the ability to use the methods of creating comprehensible texts; fluent literary and business written and spoken Russian language, skills of public and scientific speech, and the ability to create and edit professional texts [6, p.36].

Studying *Russian Language and Speech Culture* not only arouses interest to improving language competence but also contributes to establishment and enhancement of students' speech culture at any specialization which should help a student to become a linguistic personality striving for continual improvement.

Considering that culture of speech includes learning regulatory, communicative and ethical aspects, within our research we made an attempt to improve speech culture through the process of teaching *Russian Language and Speech Culture*. This line of research may be confirmed by social importance and practical necessity to develop scientifically substantiated psychological and pedagogical as well as methodological fundamentals of developing professional speech culture based on improving Russian language skills of students, and the necessity of developing speech culture during their professional training.

Culture of speech is not only a linguistic category but also a universal human value. The priority of such vision is also evidenced at the governmental level in the provisions of the law of the Russian Federation ‘*On Education*’, in the State educational standards, in the Federal special-purpose program *Russian language (2006-2010)*, which points out the following statement: ‘The Russian Federation shows the decrease of the level of proficiency in Russian as the official language, especially among the young population, narrowing its functioning as the instrument of international communication, perversion of literature standards and speech culture among political figures, government officials, and cultural, radio and TV workers’.

Solving these problems requires the innovative approach to speech development of students. Teaching the *Russian Language and Speech Culture* course is based on the requirements for improving intellectual skills, creative thinking, and cultural and ethical principles in students which are determined by the Federal state educational standard of higher and secondary professional education. In its turn, the development of verbal communication of higher education students in accordance with modern requirements of the society, and the State educational standards towards the graduate implies, first of all, the competency-based approach [2, p.35].

Studying *Russian Language and Speech Culture* not only arouses interest to improving language proficiency but also contributes to development and enhancement of students’ speech culture at any professional direction which should help a student to become a linguistic personality striving for continual improvement.

All the educational content of the course *Russian Language and Speech Culture* has the main goal – to teach a student how to create a lexically, stylistically, grammatically, and logically correct text, to improve the abilities, to develop efficient language behavior skills, particularly, in the sphere of professional communication. The essential task of the course includes improvement of linguistic competence of

students, as well as providing them with necessary information about the language, its affluence, resources and forms of realization. It will allow the future specialists to correctly choose speech instruments according to the situation of competence and communicative tasks, to correctly create scientific, journalistic, and official texts.

Every teacher always has its own toolbox of methods and forms of their application in order to develop various skills in students. Special attention should be paid to some of them that, in our opinion, are reasonable not only for improving speech culture of future specialists but also for solving other educational tasks such as: the ability to independently obtain and apply new knowledge, gaining personal and job-related experience using unconventional means. The principal method for achieving the above-mentioned goals is the project method that enables completing the tasks of developing intellectual skills and creativity in students and that is relevant for the system.

Thus, studying the course of *Russian Language and Speech Culture* not only arouses interest to improvement of language proficiency but also contributes to development and enhancement of speech culture in students of any specialization which should help a student to become a linguistic personality striving for continual improvement.

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**VISUALIZATION OF LEARNING INFORMATION  
AS AN INTEGRAL PART OF THE LEARNING PROCESS.  
INFOGRAPHIC METHODOLOGY**

The issue of formation of educational abilities of schoolchildren on the present day is one of the most important and significant. There is no doubt that the human capacity to perceive information and learn decreases over the years, so it will not be easy to make up for the gaps that have occurred in the subsequent stages of personal development. It follows that the more complete all the opportunities of schoolchildren will be realized, the more they will be able to achieve in their lives.

The use of visualization of educational material is one of the most effective methods of learning the received information. This technology has undeniable and high educational significance and meets all modern requirements. What is visualization?

Any learning process is based on presenting information, so presenting learning material by using a graphic image is very significant in learning. The principle of visualization is one of the most important in pedagogy. The application of various tables, diagrams, and drawings affects the rapid learning and memorization of the material being taught. The rapid development of modern technologies affects how information is presented graphically.

Visualization - (broadly) is the process of creating images, as well as the process of presenting information as images, tables, or diagrams.

The way of presenting educational material in the form of an image is based on the importance of perception, as well as on the main role of figurative thinking in processes of cognition. A person must prepare his consciousness for the constant flow of information load and for a world consisting of graphic images.

The process of graphical display of educational material is a system with the following components:

- Knowledge of the subject under study;
- Graphical ways of displaying knowledge;
- Graphic and technical tools for transmitting numerical or textual information;
- Psychological methods, which contribute to the formation of a way of thinking in the process of educational activity.

Imaging technology has much in common with the pedagogical concept of visual literacy, which first appeared in the United States in the late 20th centuries. This concept is based on provisions on the importance of visual interpretation in human life at the moment of knowledge of the world and its purpose. Also central is the role of the image in the processes of perception and reflection, the need to prepare consciousness for activity in an increasingly "visualizing" world and to increase the information burden.

The principle of cognitive imaging stems from psychological patterns, by means of which the process of learning the received information is improved, if visibility in learning performs not only visual, but also cognitive function. In other words, cognitive graphical training components are used. The right hemisphere is connected to the process of information perception, which is responsible for processing data represented by graphics. At the same time, the drawings, diagrams, and other images provide a support that illustrates the content as well as imparting a system to the knowledge.

The school education system has always used different ways of portraying the materials taught, and takes a leading role in learning. The use of visibility is particularly valuable not only to facilitate the learning process, but also to demonstrate the cognitive activities of schoolchildren. The illustrated training course allows to develop the ability not only of figurative, but also of abstract and logical thinking.

There are several techniques for graphic display of educational information in educational activities. Here are some of them:

1. Timeline is a time scale represented by a straight line on which events occur in chronological order. Such lines, or in other words time tapes, are mostly used in working with biographies of famous people and



their creativity. Such time tapes also serve students as a tool for forming a systemic view of historical events. Timelines are not only used in the educational process. They can also be used in project activities. There they help participants to see the stages of work performance and to determine the period of its completion with accuracy.

2. Intelligence-map (mental map, table of connections, mind map) is a graphical way of presenting ideas, various concepts and information in the form of maps or tables consisting of key and secondary topics. In other words, the intelligence map is a tool for organizing and structuring ideas, planning educational and free time, remembering large amounts of information and conducting breakshoots.

3. The Scribing (in translation from English "scribe" – to do sketches) is one of ways of an illustration of the message by use of graphic characters which well display maintenance and internal communications of the message. This technology of visualization was for the first time invented by the British artist Andrew Park. Information representation by means of use of a scribing is art. First of all the speech delivered "on the fly", is followed by felt-tip pen sketches on a white board or the sheet of paper. As a rule, on a board (or a leaf) the key moments of the story are represented and interrelations between them are shown. Creation of bright images causes in the listener visual associations with the events, as provides high percent of assimilation of information, so and effectiveness of training.

4. Infographics is one more of graphic ways of data transmission. Here the main principles are the pithiness, sense, ease of perception and allegoricalness. For the organization of infographics different tables, charts, and graphic elements can be used.

The 21st century is carried to the period of a text civilization. In the 21st century the trend changes, and text the graphic civilization which characterizes the period of promoting of images replaces. Images don't abandon us and in everyday life. We meet every day the scheme of lines of the subway, the scheme of sights of the city, various maps, pictograms (for example, signs of service or information road signs). All this is the embodiment of visually provided information, but it isn't infographics.

Infographics refer to the process of providing a large amount of information in an interesting, compact and readable form.

Infographic gives you the opportunity to quickly find a common language with the child, communicate with him/her using the language of images and associations. This corresponds to the figurative type of thinking and peculiarities of the student 's perception of information.

The main function of infographics is to inform and present a large amount of information in a compressed form, suitable for study and reflection.

The use of graphical interpretation of taught material allows to solve a number of pedagogical problems. For example, the provision of intensive training, the intensification of cognitive and educational activities, the formation of a system of judgements that help to analyze and justify conclusions, as well as the development of thinking and visual perception of information. The use of graphical display helps to increase visual literacy and culture. Methodically competent and reasonable approach to visualization of educational material contributes to a higher level of development of cognitive activity and motivates on creative approach in solution of various tasks. Modern technologies solve most problems with the transfer of educational information. These can be telecommunications and distance learning. Improve the skills of automated knowledge control through online simulators and virtual workshops.

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## ***SECTION XI. Political science***

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### **STATE IMAGE AND PUBLIC DIPLOMACY**

Besides the traditional methods of conducting diplomacy fundamentally new methods are being increasingly widespread nowadays. Public diplomacy is usually qualified as one of these methods. Its essence lies in the fact that it has a lot in common with the term 'state image'. There is a variety of opinions on that, but in general it may be stated that both of the above-mentioned terms are closely related to the image of a state in the international arena. Moreover, both public diplomacy and the state image imply the adjustment and advancement of a state.

E. Gullion, the dean of the Fletcher School of Law and Diplomacy, was the first one to suggest the definition of the term 'public diplomacy'. The term was introduced in 1966. Gullion formulated the definition as follows: public diplomacy is the ability of governments, companies and individuals to influence on what other nations think of them in order to finally have influence on the foreign policy of the state. It should be mentioned that Gullion himself did not develop the phenomenon of public diplomacy. Furthermore, it is widely thought that public diplomacy had taken place long before it started to be discussed in the context of the science of diplomacy. Nowadays, almost all the countries worldwide have sufficiently solid experience in conducting public diplomacy, and Russia is not an exception.

As a matter of fact distribution of information may be considered as the synonym for propaganda. The main aim of the last-named, as it is known, lies in the provision of necessary information that is previously composed based on the final goal and the recipient. Also the aim of propaganda depends on the nature and meaning of the information that shall be passed. Speaking of public diplomacy it should be mentioned that just like propaganda it is intended to convey certain information to final recipient, however, this goal in the case of public diplomacy is not a one-off. Thus, in the perception of V. Kononenko, for public diplomacy it is by far more important to win credibility for the process

of communicating the information and for the information itself rather than simply communicate such information.

At the present stage of development public diplomacy represents the essential part of diplomacy in general that has not been observed at the previous stages.

Recently, the concept of public diplomacy has been developing rapidly mostly thanks to the experience of the USA which has the richest history of public diplomacy among all the countries around the world. Such experience helped to gain valuable information and reconsider it in theory. At the beginning of the century the first basic principles of the US public diplomacy have been established which are closely related to the world public diplomacy and represent the following:

The global community should assess the state policy impartially and objectively pertaining to both foreign and national-policy problems and issues.

The facts, causes and effects of certain steps which the country takes should be reported truthfully and consistently.

The information should be fitted to a certain audience since, according to J. Nye, a person providing the information knows what it is about but does not know if the audience will get it right.

A state should independently set out its own position on certain disputable matter and should do it rigorously. At the present time, in the age of the quick distribution of information any country should take a clear stance on any matter otherwise it will lead to formation of the information void which in a while will be filled with some opinion or position that will not always put the state in a positive light which will negatively affect the foreign-policy image of the state.

The government should engage in cooperation the individuals, various non-governmental organizations and funds considering that this will help to form broad target audience as well as the platform providing for the communication of necessary information abroad. According to O. Manzhulina, the establishment of such partnership relations between the state and various non-governmental institutions allows to access the larger sections of population and to independently acknowledge the important governmental information which in any other case will be treated by the public as the government propaganda in the bad sense of the word [3, p. 230].

Nowadays the US practice in the public diplomacy resides in cooperation of the government with the individuals who hold the special place in the community thanks to their contribution to some area of activity. Such organizations and individuals are considered to be

particularly trustworthy by the citizens which enables the official sources (the government) to use them for their purposes during the distribution of certain information. Moreover, such relations between the government and the above-mentioned persons are far more stable and long-term. In this regard the activity of the US diplomats is aimed, first of all, at the establishment and development of the public relations which involves keeping blogs on the Internet, holding private meetings, interviewing celebrities, etc.

Recently the related diplomatic terms have been more of a rule than an exception. Thus, speaking of public diplomacy as one of the areas of diplomacy as a whole it should be mentioned that there is a great number of terms being used by the scientists as the synonyms for public diplomacy in certain contexts and without any additional notes [2, p. 104].

It follows from the above that at the modern stage diplomacy should not be limited to the official structures subordinated to the government. Thus, diplomacy starts to depend more and more not so much on the government and its goals as on the goals and objectives of the community which finds the expression in the activities of various non-governmental structural associations and institutions.

The sphere of diplomatic activities of the government becomes heterogeneous which allows us to speak of the national diplomacy in a similar way to the national security. As well as the national security purposes the national diplomacy represents the area that is maintained by the state authorities and by the non-governmental agencies and institutions. On this basis the national diplomacy is thought of as the consolidated actions of all the government structures, non-governmental organizations and citizens for fulfilling the purposes of the foreign policy of the government.

Thus, in order to create a positive image a government should provide the coordinated and systematic functioning of its actors abroad, yet both organizations subordinated to the government and non-governmental institutions may serve as such actors. In this case the Ministry of Foreign Affairs of the Russian Federation plays an important role in this process due to both formalities and real-world details. This is the last-mentioned structure that deals with the main matters involving the foreign policy of the Russian Federation. Also the Ministry of Foreign Affairs has quite a rich resource and material base which helps to conduct practical activities in the direction of forming and maintaining the positive image of the Russian Federation both within its borders and abroad.

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## **SECTION XII. Ecology**

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### **STUDENTS PARTICIPATION IN THE ACTIVITIES OF SPECIALLY PROTECTED NATURAL AREAS WITHIN THE FRAMEWORK OF THE EDUCATIONAL PROCESS**

**Key words:** small lakes, hydrochemistry, students, student internship, national park

Student internship is an important part of the educational process and the integral part of highly-qualified specialists training. Unfortunately, often the host party does not treat the interns with due attention permitting them to do only simple work that does not require any professional qualification. Being treated in such a way interns will hardly gain practical skills necessary for further work. However, the internship of the students of the Bio-ecology Department of St. Petersburg State Academy of Veterinary Medicine goes the other way around. The Academy has agreements signed with several country’s

leading research and development institutes as well as with the management offices of specially protected natural areas (SPNAs). Within cooperation with these organizations the students can directly be involved in the scientific activities. Thus, the students of the Academy participated in the activities on searching the means for invasive insect control carried out at the premises of Federal State Budgetary Institution of Science 'All-Russian Research Institute of Floriculture and Subtropical Crops' and also in the surveillance research activities carried out at the premises of St. Petersburg Scientific Research Center for Ecological Safety of Russian Academy of Sciences, etc. Cooperation of the Bio-ecology Department with SPNAs appears to be the particularly valuable experience. The students get an opportunity to conduct their own research activities on the territories of natural reserves and national parks under the supervision of the scientific departments of these organizations. They learn to independently organize their research activities, plan their working time, and apply the methods of observation of ecosystems' components directly in their habitats. Moreover, they can put into practice the methods learned by them during the theoretical part of the educational process. For the 6 years of cooperation with SPNAs the students of the Academy have participated in the activities on small water bodies of the national parks *Meshchyora* and *Valday*, and on the natural sites of the Polistovskiy, Nizhnesvirskiy and Caucasian biosphere reserves. From 2014 till 2019 more than 20 students have been involved in the research activities of various levels. They had an opportunity to work at all levels of a scientific research, to learn the work peculiarities of a technician, a lab assistant and an independent researcher. Based on the research data 14 students defended their graduation thesis works, more than 30 works were published. The results are annually reported at the conferences held by the national parks, in particular at the Valday National Park conference *Field Season*. The scientific papers are delivered to the research department of the parks.

The experience of cooperation with the Valday National Park appears to be the most valuable. Recently, in the Russian Federation much attention has been given to the study and record of water bodies due to re-establishment and development of fishing industry. The Federal target program *Development of Water Resources in the Russian Federation for the years 2012-2020* and the Water Strategy of the Russian Federation, in particular, point out the following objectives as the main ones that determine the directions of water resources development: preservation and restoration of water bodies based on reduction of the anthropogenic load on them, ecological rehabilitation of

water bodies; the monitoring system development and conducting research activities providing for the development of modern methods and mechanisms of regulatory, technical, technological and informational water use support as well as training and education of the population on the issues of use and protection of water bodies.

With regard to this the certification procedure for small lakes is of special interest. The certification of fishery and recreational lakes is frequently used for the purpose of protection and sustainable use of water resources abroad and in the Russian Federation, e.g. in Tatarstan or the Volga region. And at the present time, unfortunately, certification of lakes is not mandatory despite the fact that the use of lake certificates significantly simplifies the management decision-making during the assessment of fishery and recreational value of the water body. This is due to the low awareness of the managing structures that are responsible for the environmental management and protection of natural resources of the possibilities offered by the mass certification of small water bodies and, consequently, due to inadequate funding of the activities in this sphere.

Preparing certificates for small lakes involves systematic comprehensive research activities, which is especially important as long as these exact water bodies are often lost on the public authorities, scientists and community.

Such certificates are especially important for SPNAs, however, occasionally, SPNAs do not have enough resources to perform an inventory of all of the small water bodies on their territory on their own, and also carrying out such activities requires at least basic knowledge of biology and ecology. That is where volunteers and students undergoing their internship on the territory of a SPNA can be of help.

Not only Moscow, Novgorod and St. Petersburg leading research and development institutes but also student research groups were involved by the Valday national park research department in the process of collection of information about small lakes situated within its borders and at the watersheds of lakes Seliger, Velyo and Valday. In 2014 a research group from St. Petersburg State Academy of Veterinary Medicine joined these activities. For 6 years the Academy's group has studied 12 lakes with a surface area up to 3 square kilometers. They measured the basic hydrological, physico-chemical and biological parameters required by the programs of monitoring of water bodies: depth, temperature, transparency, muddiness, electrical conductivity, pH, concentration of oxygen, heavy metal ions, ammonium, nitrates, nitrites, phosphates, total and free chlorine, silicates, BOD<sub>5</sub> and COD in



the water, primary phytoplankton production, sanitary significant characteristics of planktonic bacteria, correlation between autochthonous and allochthonous microflora, weed growth and the species composition of higher aquatic plants, and some other parameters. Methods stipulated by the Regulatory Document 52.18.595-96 were applied. According to the data of hydrochemical and hydrobiological research the water pollution index (WPI) was calculated and the level of water body trophicity was determined. Based on the calculated WPI the lakes were characterized as clean or moderately polluted which makes it possible to use them, with some limitations, as the elements of recreational zones. However, given that, it should be mentioned that the lakes are highly sensitive to anthropogenic impact [1, 2].

Having all the information about certain water body put together in a certificate and available to the community is a useful aid in the improvement of the environmental culture and environmental education of the local population. Unfortunately, in our opinion, the main cause of lake pollution is an extremely low level of water use culture and community awareness in this field. The research group of St. Petersburg State Academy of Veterinary Medicine gave explanatory talks to the people of the villages Polnovo and Nikolskoye which for the six years have had some positive effect on the situation [1]. Generally speaking, the experience of cooperation with SPNAs and with the Valday National Park in particular may be considered as successful.

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**INTERNATIONAL EXPERIENCE IN GREENING  
AS A FACTOR OF SUSTAINABLE DEVELOPMENT  
OF TOURISM IN THE RUSSIAN FEDERATION**

*Abstract.* The main trends of greening countries, their impact on the development of sustainable tourism are discussed in the article. The characteristics of the factors restraining the development of greening in Russian Federation, as well as modern directions of the country's environmental development are given.

*Key words:* tourism, greening, development trends of greening

At least the 3rd decade we can observe the destructive relations of tourism and the environment. Due to the significant flow of tourists and their impact on the environment, the attractiveness of the Grand Canyon National Park has greatly decreased; the majestic Parthenon is buried in mud; Thailand's beaches are seriously affected by pollution and non-compliance with sanitary standards; uncontrolled visits by tourists to unique thermal springs in Kamchatka led to a change in their temperature balance, and in some cases to the cessation of flowing of some of them [3]. The reason for this is environmental indifference and the low level of environmental education of the country residents. The introduction of the principles of greening into the politics of countries will be the start of solving these problems.

In this paper, greening is understood as the process of the consistent implementation of the ideas of nature and sustainable environment conservation in the field of legislation, management, technology development, economics, education and other fields [4]. The greening of tourism activity is a long-term, step-by-step process of introducing environmentally friendly and safe forms of technological support for the provision of tourism services based on innovative technologies and products, as well as cultural, historical and other traditions [2].

The modern trends in the development of the tourism industry indicate the growing popularization of environmentally friendly accommodation facilities. The results of studies conducted in 11 countries by Booking.com in 2017 showed that most travelers are ready to give up luxury in favor of environmental friendliness. So, 94% of respondents will choose housing where energy-saving lamps are used, 89% - where heating and air conditioning work only in the presence of a person, and 80% – where shower heads with limited water flow are installed. Moreover, the majority of tourists are willing to overpay for «green» products, services and clean environment [2].

The process of greening has long begun in such countries as Italy, Germany, China, Sweden, Norway, Denmark, Finland, Portugal, Iceland, Spain, Austria, New Zealand, Estonia, Switzerland, Australia, Brazil, Japan, the United States. After analyzing foreign experience, we identified more than 50 trends of greening and, subsequently, grouped them into 6 blocks:

### ***1. Economic***

- 1.1. Maintaining the payments for environmental pollution;
- 1.2. Changing the investment structure of the economy to the direction of the resource-saving industries;
- 1.3. The greening of industry and products (eco-labeling of products, the implementation of the sustainable manufacturing and consumption model; the inclusion of environmental protection and environmental protection functions in the manufacturing economy) [5];
- 1.4. The usage of eco-oriented pricing principles [5];
- 1.5. The conversion to an ecologically oriented tax system;

### ***2. Managerial***

- 2.1. State support for environmental measures;
- 2.2. The implementation of environmental management systems;
- 2.3. Greening of education and science;

### ***3. Socio-cultural***

- 3.1. Ecologization of consciousness and worldview of mankind;
- 3.2. The formation of environmental responsibility of enterprises and individual entrepreneurs;
- 3.3. Cities ecodevelopment;
- 3.4. The development of «green business»;
- 3.5. The implementation of the principles of rational natural resources usage by human society;
- 3.6. Environmental advertising;

- 3.7. Democratization of the modern environmental policy, expanding the channels of influence of civil society on the adoption of environmental and political decisions;
- 3.8. Shifting the population to ecological transport;
- 3.9. Jailoo tourism development;

#### **4. Ecological**

- 4.1. Funding the research for the safe destruction of nuclear fuel;
- 4.2. The introduction of paid nature management (expansion and refinement of payment systems for the usage of natural resources);
- 4.3. The creation of a market of natural resources;
- 4.4. Waste categorization; recycling of raw materials;
- 4.5. The protection of the environment and nature beauty;
- 4.6. The implementation of the principle of eco-efficiency (maximizing the beneficial properties of various goods and services with minimal impact on nature during the entire product life cycle);
- 4.7. The implementation of the principle of resource saving;
- 4.8. Shifting to the biofuel;
- 4.9. The rejection of polyethylene usage - shifting to paper [6];
- 4.10. The introduction of the usage of water treatment facilities, special machines for garbage collection, air cleaners on the exhaust pipes of factories;

#### **5. Technological**

- 5.1. The usage of renewable resources (energy of the sun, wind, water) [7];
- 5.2. Using of thermal energy for heating homes;
- 5.3. Networking of modern environmental policy;

#### **6. Political**

- 6.1. The implementation of the principles of green architecture; reconstruction of old buildings taking into account the principles of greening; «ecofriendly» hotels;
- 6.2. Ban on environmental dumping;
- 6.3. Ban for transboundary movement of waste;
- 6.4. Globalization of modern environmental policy;

Among the above factors, mentioned before, the greatest impact on the formation of sustainable tourism model have such factors as: maintenance of payments for environmental pollution; greening of consciousness and worldview of mankind; the formation of environmental responsibility of enterprises and individual entrepreneurs; the development of jailoo tourism; the development of ecofriendly hotels, and other factors. They are most clearly represented

in such countries as Sweden, Norway, Denmark, Finland, Iceland, New Zealand, Switzerland, USA.

The Russian Federation is already involved in the process of greening, but this process is delayed due to the following constraints:

1. The lack of a theoretical and legal basis for environmental taxation in Russia. As a result, taxes and fees used in foreign countries have not yet been introduced in Russia;
2. The insufficient funding of environmental programs, projects and studies;
3. Few attention is paid to such processes as sorting and recycling of garbage, refuge of plastic usage, environmentally correct disposal of harmful substances.

Nevertheless, there are positive trends. Since 2017, for instance, the process of certification of accommodation facilities as environmentally friendly has been actively ongoing, and since September 23 2019, Russia has joined the Paris climate agreement.

### **Conclusion.**

The introduction of the greening process into the policy of the Russian Federation involves the integration of solutions to environmental, social, economic and technical problems in order to ensure the growth of well-being of today's and future generations of people. This will allow the country to develop more sustainably, improve the quality of life of the population, meet modern trends of society and as a result attract more tourists and at the same time reduce the environmental burden on the natural resources of the country.

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