

# IMPERATIVES OF CIVIL SOCIETY DEVELOPMENT IN PROMOTING NATIONAL COMPETITIVENESS

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## **CONTENTS**

### SECTION I. STATE GOVERNMENT AND POLITICS

FORMATION OF THE INSTITUTIONAL ENVIRONMENT OF POLITICAL ELITE OF
UKRAINE
Khorishko L. S
DESIGN OF ANTIMONOPOUS REGULATION AS AN INSTRUMENT FOR
TERMINATION OF AGREEMENTS AND ASSIGNED ACTS, WHICH RESTRICT
COMPETITION
VerbytskaV.I., Gunko V.L15
PROVIDING BIOLOGICAL SECURITY AS A PROBLEM OF PUBLIC
ADMINISTRATION
Hubar O.V
ECOSYSTEM APPROACH TO PRESERVING THE NATURAL RESOURCE
POTENTIAL AT THE MUNICIPAL LEVEL OF MANAGEMENT
Kolmakova V. M., Patoka I. V21
SECURITYAND DEFENSE MODELS OF REFORMS IN THE NATO MEMBER
STATES: LESSON LEARNED FOR UKRAINE
Zhytnyk Oleksandr Mykolayovych24
GROWTH OF LABOR MIGRATION IN UKRAINE AND ITS EFFECTS
O.P.SKORUK27
RELATIONS OF THE STATE AUTHORITY AND CIVIL SOCIETY IN UKRAINE
Romanenko Y.O., Chaplay I.V30
PROJECT MANAGEMENT OF THE POLITICAL AND LEGAL MECHANISM
IMPROVEMENT FOR ENSURING DEMOGRAPHIC SECURITY OF UKRAINE
Botezat L.V32
STATE SOCIAL-ECONOMIC POLICY IN THE FRAMES OF EUROPEAN MODEL OF
SOCIAL ECONOMY
Pryyatelchuk O.A35
PHILOSOPHIC-PRAXEOLOGICAL ASPECTS OF CIVIL SOCIETY DEVELOPMENT
AS A SUBJECT OF PUBLIC ADMINISTRATION
Lukyanenko O.M
ESTIMATION OF PROBABLE BENEFITS AND OBSTACLES TO THE USE OF
ENVIRONMENTAL FINANCE AND CREDIT INSTRUMENTS IN THE WORLD AND
IN UKRAINE
Karlin M.I., Suchek S.I41

## SECTION II. MANAGEMENT, ECONOMY, FINANCE

SUBSTANTIATION OF THE INFLUENCE OF EXTERNAL FACTORS ON THE	
EFFICIENCY OF THE ENTERPRISES OF THE INDUSTRY OF PAINT AND VARNI	SH
INDUSTRY OF UKRAINE	
Zhadko K.S., Dubchak T.M.	44
THE ROLE OF TAX REVENUES IN THE FORMATION OF THE INCOME PART O	7
THE BUDGET	
Lagodiienko N.V., Palchik Yu. O	47
INVESTMENT IN TOURISM SECTOR OF UKRAINE	
Mamotenko D.U.	47
THE ENERGY STRATEGY OF UKRAINE IS A ROUTE TO SUSTAINABLE	
DEVELOPMENT OF THE NATIONAL ECONOMY	
Mykoliuk O. A., Bobrovnyk V.M.	50
FORMATION OF THE PORTER DIAMOND NATIONAL MODEL FOR THE	
AUTOMOTIVE INDUSTRY	
Mykhaylo Voynarenko, Hurochkina Viktoriya, Menchinskaya Olena,	56
ORGANIZATIONAL AND ECONOMIC BASES OF FORMATION OF PRODUCTION	NC
AND MARKETING POLICY OF FOOD ENTERPRISES	
Naumova O.V	61
MANAGING THE COMPETITIVE POTENTIAL OF AN ENTERPRISE	
Panchenko M.A., Volkova D.V.	64
COMPETITIVENESS AS A COMPOSITION	
Kudrina O. Y	67
GREAT AND SMALLER PLAYERS OF UKRAINIAN BREWING	
Gurova D.D., Yatsenko D.Ya	
THE ROLE OF GOVERNMENT IN THE PROCESS OF GREEN AGRICULTURE	
TOURISM	
Strenkovska A.Y	72
PROSPECT OF DEVELOPMENT GASTRONOMIC TOURISM IN KHARKIV	
REGION	
Svidlo K. V., Grigorenko A. M	75
DIRECTIONS FOR PLANNING AND FORECASTING THE DEVELOPMENT OF	
LAND USE AVIATION TRANSPORT IN UKRAINE	
Skrypnyk L., Novakovska I	78

CIRCULAR ECONOMY IN THE ENERGY INDUSTRY: THE EU'S
EXPERIENCE
Okhrimenko O., BihunUl8
RISK GOVERNANCE IN BANK'S MANAGEMENT SYSTEM
Yehorova O. V., Kononenko Z. A., Petrenko V. O8
THE PROBLEM OF ROADSIDE LAND USE POLLUTION IN UKRAINE AND THE
METHODS OF ITS SOLUTION
Ishchenko N., Novakovska Ir8
FORMATION OF THE FINANCIAL STRATEGY OF THE INSURANCE COMPANY IN
THE CAR INSURANCE MARKET
Shapoval L. P., Kolotiy J. S8
DIGITALIZATION OF MARITIME TRANSPORT AS A TOOL FOR INDUSTRY
DEVELOPMENT
Kudrytska N.V9
ECONOMIC EFFICIENCY OF PRODUCTION OF OIL-MAIN CULTURES IN
UKRAINE
Slobodyanik A.M9
PROSPECTS FOR ONLINE TRADING OF FINANCIAL DERIVATIVES IN
UKRAINE
Slobodyanik A., Abuselidze G9
EFFECTIVE TRADING STRATEGIES: ITS IMPLEMENTATION AND
RECOMMENDATIONS FOR IMPROVING EFFECIENCY
Reznik N.P., Slobodyanik A.M, Abuselidze G.D10
ABOUT CONTENT AND RELATION OF DEFINITIONS "CONTROLS" AND
"MANAGEMENT" OF WASTE
Kolodiichuk I. A 10
BUSINESS ENVIRONMENT OF ENTERPRISE
Sardak S.E., Movchanenko I.V10
INNOVATION COMPOSITION OF REGIONAL COMPETITIVENESS
Bezkhlibna A.P11
INFLUENCE OF CURRENT LABOR TRENDS ON MANAGEMENT OF PERSONNEL
OF ENTERPRISE
Smachylo V., Nalyvaiko T11
MODERN PROBLEM OF PROGNOSTICATION USE AND PROTECTION LAND IN
UKRAINE
Novakovska Ir

PROBLEMS OF INNOVATIVE DEVELOPMENT OF AGRIFOOD SPHERE OF UKRAINE
Vargatuk M119
THE IMPLEMENTATION OF THE LABOR POTENTIAL OF PERSONS WITH
DISABILITIES OF UKRAINE
Kazarian G
PROCESSES OF GLOBALIZATION OF NATIONAL ECONOMIES: CHINA'S
EXPERIENCE
Kazaryan O.G
ORGANIC AGRICULTURAL PRODUCTION AS AN INDICATOR OF THE
RENOVATION OF AGRICULTURAL PRODUCERS OF UKRAINE
Livinsky A.I
OFFSHORE FINANCIAL CENTERS AS A ECONOMIC ENTITIES OF THE GLOBAL
TRADING NETWORK
Mudrak N. A
THE ROLE OF APPLIED ECONOMICAND MATHEMATICAL RESEARCHES OF
ECONOMIC PROGNOSTICATION
Yevdokimova Ol133
FORECASTING INDICATORS OF THE ILLEGAL FINANCIAL FLOWS IN
UKRAINE
Boyko A.O., Bozhenko V.V., Markin O. O136
COMPETITIVENESS OF THE UKRAINIANMEDIA BUSINESS
Khomishin P., Khazova M139
VALUES IN THE NEW ECONOMY
Zlotnikova L.M
THE IMPLEMENTATION OF DIGITAL TRANSFORMATION STRATEGY IN THE
MODERN BUSINESS ENVIRONMENT
Liubokhynets L.S
COMPARATIVE ANALYSIS OF ECONOMIC OPENNESS OF THE NETHERLANDS
AND POLAND
Tryfonova O.D., Ohdanskiy K.M., Sardak S.E147
STIMULATING DEMANDON THE REGIONAL MARKETS FOR RESIDENTIAL REAL
ESTATE
Pavlov K.V., Strizenets O.M., Kupchak V.R
GREEN ECONOMY POLICY AS A BASIS OF ORGANIC BUSINESS DEVELOPMENT
IN UKRAINE
Galushkina T. P., Sernytska K. V., Binkovska A. V

## SECTION III. SERVICE SECTOR AND MANAGEMENT

STAFF TRAINING FOR TOURISM BUSINESSIN ODESSA REGION
Niecheva N.V., Kalchenko D. Yu156
FORMATION OF ENVIRONMENTAL CULTURE OF PERSONALITY IN THE
CONDITIONS OF THE MODERN INDUSTRIAL CITY
Bohatyryova G., Golovan M
TOURISM AS A PRIORITY COURSE OF UKRAINE'S ECONOMY
DEVELOPMENT
Adamiv V.V
PROSPECTS FOR AGRICULTURAL GREEN TOURISM DEVELOPMENT IN
UKRAINE
Brykova T. M
MARKETING MANAGEMENT IN THE DEVELOPMENT OF TOURISM IN
UKRAINE
Koval V
SECTION IV. LOGISTICS AND SUPPLY CHAINS MANAGEMENT
MEASURES AND PRINCIPLES OF STABLE FUNCTIONING OF THE MARITIME
TRANSPORT COMPLEX
Rozvadovska O.V170
IMPROVING THE LEVEL OF SERVICE OF INDUSTRIAL SYSTEMS BY
INTEGRATING THE PROCESSES OF TRANSPORT LOGISTICS
Mesheryakov V
IMPROVEMENT OF THE LEGISLATION ON REGULATION OF DEVELOPMENT OF
THE TRANSPORT AND LOGISTICS SYSTEM IN UKRAINE
Trushkina N.V
SECTION V. EDUCATION AND PEDAGOGICS
DEVELOPMENT OF CREATIVITY OF CHILDREN OF PRESCHOOL AGE AS AN
IMPERATIVE FOR THE DEVELOPMENT OF THE COMPETITIVENESS OF SOCIETY
IMIREKATIVE EUK THE DEVELDEMENTUS DE THETTIMBETITIVENESSTIE ST. 15 1 7

NOTABLE HISTORICAL TASKS IN NUMBER THEORY FOR PROFESSIONAL	
TRAINING OF STUDENTS	
Sverchevska I. A	82
CLASSIFICATION OF SPEECH VERBS IN MODERN ENGLISH LANGUAGE	
Sahla Ibrahimova1	84
AXIOLOGY, COMPETENCE, PERSONALITYORIENTEDANDSUBJECT-	
ACTIVITYACCORDING TEENAGER'S AESTHETICEDUCATION	
Sierykh L. V	86
SOCIAL DEVELOPMENT OF PRE-SCHOOLER CHILDREN WITH MENTALLY	
DISABILITY	
Kurienkova A. V1	89
MODERN TECHNOLOGIES IN THE PROCESSOFHUMAN"DOMESTICATION"	
Lazareva M. L	92
THE ROLE OF RESOURCE CENTRES IN AUTONOMOUS LEARNING	
Dmitrenko N. Ye	94
DYNAMICS OF PHYSICAL ACTIVITY OF STUDENTS AFTER IMPLEMENTATION	1
OF METHODICAL SYSTEMFITNESS TECHNOLOGIES	
Zhamardiy V.O	97
FEATURES OF THE PROFESSIONAL ACTIVITIES OF FUTURE ENGINEER-AND-	
TEACHERS IN THE FIELD OF FOOD TECHNOLOGY	
Horbatiuk R. M., VolkovaN.V2	00
CONCEPTUAL BASIS FOR TRAINING OF FUTURE TEACHERS OF FOREIGN	
LANGUAGES TO PEDAGOGICAL COOPERATION IN ASPECTS OF FORMING	
COMMUNICATIVE-LANGUAGE COMPETENCE	
Bardashevska Yu2	03
ASSESMENT CRETERIA OF ENGLISH LANGUAGE PROFESSIONAL ORIENTED	
MONOLOGUE SPEAKING OF FUTURE FOOD TECHNOLOGICAL ENGINEERS	
Boyko A. A	06
THE DEVELOPMENT OF STUDENT YOUTH PATRIOTIC FEELINGS AS A KEY	
FOUNDATION OF FOSTERING CIVIL SOCIETY	
	08
MONITORING THE QUALITY OF PREPARATION OF PEDAGOGICAL PROFILE	
MASTERS	
Tsvietkova H.H., Panasenko E.A	10
PROFESSIONAL DEVELOPMENT OF HIGH SCHOOL TEACHERS AS A	
PSYCHOLOGICAL-PEDAGOGICAL PROBLEM	
ShpilchakL.Ya., Pudova S.S2	13

HIGHER EDUCATION IN UKRAINE: MODERN CHALLENGES
Shorobura I.M., Tkachenko U.Y215
BACKGROUND TO THE AESTHETIC NOTIONS' RISING
Vdovych S. M
ELITISM AND EQUALITY OF EDUCATION OF GIFTED CHILDREN
Vasylkevych Ya. Z
EDUCATION OF NATIONAL PATRIOTIC SURVIVALS IN PRIMARY AGE
CHILDREN BY NATIONAL SYMBOLS
Mazur K.V
MODEL OF ACHIEVEMENT OF POSITIVE SYNERGY EFFECTS OF
MODERNIZATION OF NATIONAL HIGHER EDUCATION SYSTEM
Kholiavko N
HEALTH PRESERVATION IS A PRIORITY COMPETENCE OF PHYSICAL
EDUCATION TEACHER
Bashtovenko O.A
PSYCHOLOGY OF INTERPERSONAL RELATIONSHIPS OF PRESCHOOL AGE IN A
TEAM
Kolesnik K.A
THE PROBLEM OF FORMING OF TOLERANT INTERACTION OF
FUTURE MASTERS OF MEDICINE WITH THE PATIENTS IN PROFESSIONAL
TRAINING
Kutsenko O.M
BILINGUAL EDUCATION AS ONE OF THE FACTORS OF INCREASING THE
COMPETITIVENESS OF FUTURE PROFESSIONALS
Sytnyakivska S.M
PROBLEM OF TOLERANCE IN THE SPIP'S CREW
Bezlutska O
THE NOTION OF MULTICULTURAL COMPETENCY OF THE FUTURE MEDICAL
SPECIALIST
Kremenchuk A.S
MODERN TRENDS IN THE PROFESSIONAL PREPARATION OF FUTURE ROCKET-
ARTILLERY ARMAMENT OFFICERS
Maslii O.M
TRANSLATION AT THE BEGINNING STAGE OF TEACHING UKRAINIAN
LANGUAGE AS FOREIGN
Derba S.M
PEDAGOGICAL HERITAGE OF V.O. SUKHOMLINSKY INTHECONTEXT ACTIVITIES OF PRE-SCHOOL EDUCATION INSTITUTIONS
Mashkina L.A
1VIASHKIHA L.A

#### BACKGROUND TO THE AESTHETIC NOTIONS' RISING

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#### ПЕРЕДУМОВИ ВИНИКНЕННЯ ЕСТЕТИЧНИХ ІДЕЙ

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The notion of "aesthetic education" has been formed over the course of history; every historical era contributed something new to the understanding of the content, of the task and of the role of aesthetic education of a personality. The object of the article is to consider the background to the aesthetic notions' rising, to study the role of mythology and the early poetry.

Archeologists and historians refer first signs of artistic and aesthetic activity of primitive people to the Paleolithic age. Significant monuments of the Stone Age represent the aesthetic activity of primitive people and were found within the territory of modern Ukraine (Kamyana Mogyla (nearby Melitopol), Mizyn site (Chernigiv district), Mezhyrich site (Cherkasy district), Kyryliv site (Kyiv), Luka-Vrublevetska site (nearby Kamianets-Podilskyi)). Sumerolog and professor A. Kyfishyn notes that Kamyana Mogyla contains thousands of unique ancient petroglyphs; it could be an important sanctuary for protosumer tribes, and could compile vital information for the development of diverse ethnic groups and civilizations [4]. Within the territory of Mizyn site, apart from residential and household outbuildings, there were found different creative and highly artistic works made of mammoth tusk: idol sculptures, female figurines, animals and birds' figurines, fancy bracelets. One of the bracelets is decorated with the first known meander image, another – with the first known image of swastika. Geometrical ornaments are done with red ochre and deep carving on mammoth bones. Bracelets are believed to be made of straight pieces of mammoth's fangs that were bent in an unknown way. Extraordinary bone articles (with ornaments also) are findings of a great value in Mizyn site. Those articles were music instruments used for dancing accompaniment. "Noisy" bracelet of Mizyn site, consisting of five unlocked rings, belongs to so-called sounding instruments. They are specific castanets that so far are the only evidence of dances in Eastern Europe. Here were also found and deciphered the ancient graphical music recordings that were musical notes of that time. Within the framework of our research, set of large bones - decorated with patterns and images of fire – is of great interest, but the most important is the oldest set of musical instruments, including drum decorated with mammoth skull, found in Mizyn site. In the territory of Kyryliv site were found mammoth fangs covered with chased ornament.

They are the most valuable things for the intellectual culture of the Paleolithic Age. As a result of Luka-Vrublevetska site excavation adornments and terracotta figurines of people and animals were revealed. Thus, aesthetic consciousness was natural to the ancient Ukrainians, declaring itself in artistic and aesthetic activity.

The rudiments of aesthetic ideas are revealed also in ancient Egypt and China (the Bronze Age) and later – in Sumer and Babylon. Architecture, sculpture, arts of handicraft, literature development is an evidence of high aesthetic consciousness of people in this period. However, there are no significant monuments that can theoretically prove aesthetic ideas of that time. People's conception of beauty, harmony, measure, aesthetic categories ("beautiful" – "ugly", "high-minded" – "low-minded", "comic" – "tragic") had begun to form long before philosophy. It is reflected in myths – condensed forms of cultural experience which gave the beginning to the forms of cultural activity (philosophy, science, religion, morality and art). Myth in general was represented by aesthetic component; it is myth where we find the elements of aesthetic evaluation of reality.

L. Smorzh points out that ancient Greek mythology enclosed themes which did not only take interest in aesthetics and high artistic value, but also fixed its comprehension and essence. For instance, in the myth of Apollo and the Muses, where Melpomene personified tragedy, Euterpe and Erato were the embodiments of lyric and love poetry, Terpsichore ruled over dance, Thalia presided over comedy, Calliope impersonated epic poetry, and Polyhymnia was the muse of hymns, they make an attempt to clear up the matter of the beauty emersion and its connection with the art, and to look into the comprehension of aesthetics and high artistic value as both sides of the art and its multifunctional nature [6].

The oldest extant monuments of Greek literature are poems "The Iliad" and "The Odyssey" (VIII–VII centuries BC), attributed to Homer, ancient Greek poet. There we can find such aesthetic notions and terms as "beauty", "beautiful", "wonderful", "adornment", "pretty", "art" etc. Homer sophisticatedly describes gods and diverse fine arts such as architecture and art products including those, used in everyday life (for example marriage bed, different chairs, tables, drinking utensils (kraters), presents), weapon, and musical instruments. For instance, in the poem "The Iliad" we can find the lines describing the beauty of Agamemnon: "Who is yonder huge hero so great and goodly? I have seen men taller by a head, but none so comely and so royal. Surely he must be a king..." [2]. In "The Odyssey" the description of the protagonist is the following: "She glorified him about the head and shoulders... Then he went and sat down a little way off upon the beach, looking quite young and handsome, and the girl gazed on him with admiration" [3]. The author lyrically describes the beauty of Helen mentioning her name together with words "beautiful", "beauty", "fair-haired" etc. [2]. In both poems Homer pays special attention to music, singing, dancing and shows the role of these arts in the life of the Greeks, he reproduces the vivid images of singers, describes the dances: "The youths danced to the music of flute and lyre, while the women stood each at her house door to see them"; "All

things pall after a while – sleep, love, sweet song, and stately dance – still these are things of which a man would surely have his fill rather than of battle" [2]; "As soon as they had had enough to eat and drink they wanted music and dancing, which are the crowning embellishments of a banquet" [3]. Poems "The Iliad" and "The Odyssey" represent the integrity of art, nature, craft, science, and life in Homer's aesthetics; illustrate the formation of his notion of beauty, which are gods, as well as show social and historical conditions of his beauty conception. M. Ovsiannikov states that "On the one hand Homer is implied to regard notion of aesthetics as sensual and conceptual, on the other – artistic and aesthetic activity is considered to come from divinity. Homer's rational thoughts of are inventively connected with the mythological conceptions" [5, c. 16].

Another ancient Greek poet Hesiod, founder of didactic epos and the author of the poems "Works and days" and "The Theogony" (725–650 BC) also connects mythological elements with rational. In Hesiod's opinion, it were gods who initiated the beauty, the good, and the truth: "But after the earth had covered this generation – they are called pure spirits dwelling on the earth, and are kindly, delivering from harm, and guardians of mortal men"; "But to mankind he gave right which proves far the best. For whoever knows the right and is ready to speak it, far-seeing Zeus gives him prosperity" [1]. Hesiod considers vigorous activity and art work to be divine acting: "That man is altogether best who considers all things himself and marks what will be better afterwards and at the end; and he, again, is good who listens to a good adviser" [1].

Thus, the rise of aesthetic theory, which had originated from antiquity, was preceded by a prolonged period of human development since the beginning of civilization. The further research will be based on the development of aesthetic ideas in antique philosophy.

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