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Факультет государственного управления

ПРОБЛЕМЫ СОВРЕМЕННОГО МИРА И ПУТИ ИХ РЕШЕНИЯ

под ред. С.М. Кащук

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Сборник представляет собой материалы четвертой студенческой конференции «Проблемы современного мира и пути их решения», организованной кафедрой иностранных языков факультета государственного управления МГУ имени М.В. Ломоносова 30.03.2019. Статьи, написанные выступавшими на конференции студентами МГУ имени Ломоносова, МГИМО, РАНХиГС посвящены актуальным политическим, экономическим, социальным проблемам современного мира. Сборник рекомендуется к использованию на практических занятиях по английскому и французскому языкам со студентами 1–4 курсов бакалавриата и 1 курса магистратуры факультета государственного управления, а также будет интересен широкому кругу читателей, занимающихся актуальными вопросами международных взаимоотношений в области политики, экономики, социологии.

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Chers étudiants, chers collègues professeurs,

Les années passent, le monde change, les problèmes mondiaux évoluent. Une seule chose reste stable : c'est aux jeunes d'aujourd'hui de résoudre les problèmes de demain.

La Faculté d'administration publique de l'Université d'Etat de Moscou Lomonossov organise pour la quatrième fois la conférence « Les problèmes du monde d'aujourd'hui et les possibilités de les résoudre » pour donner la parole aux étudiants des universités et pays différents. Notre faculté devient en quelque sorte une plateforme pour présenter les problèmes qui touchent le plus les jeunes au vingt-et-unième siècle. Il est fort possible que ce soit ici que l'on trouvera un jour la résolution inattendue et très efficace des problèmes les plus globaux.

Je voudrais aussi adresser quelques mots de remerciement aux professeurs sans lesquels les étudiants auraient du mal à briser les murs des clichés pour avoir la liberté de penser et la facilité de présenter leurs idées en langues étrangères.

Bien à vous,
Mme Svetlana KASHCHUK
Responsable du département
Des langues étrangères
Maître de conférences en sciences humaines
Professeure de français

The annual spring student conference "Current International Problems and Their Solutions" has become a tradition at the School of Public Administration. The interest to the conference on the part of students, teachers, professors, and guests is growing year after year. Complex issues raised by the students at this conference, the answers to which are vague even to the experts, are lively debated during the discussion. Non-trivial approaches and solutions are suggested by undergraduate participants. It is vital not only to raise interest to the complexities of the modern world, but to teach how to think, analyze, reason, discourse, present, and put forward your ideas. Judging by the result, we can confidently confirm, that most of the students manage it brilliantly.

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Who Are They – People Born in the 21st century?

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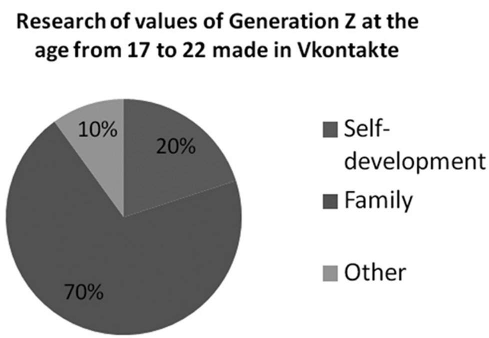
Annotation
The term Generation Z refers to the people who were born in the 21st century. It is the first generation that was born in the digital world and can no longer imagine life without the Internet and other gadgets. The Generation Z receives more information than any other generation. We live in a world without borders, however, this world is often limited by a computer screen.

Keywords: Generation Z, values, the Internet, information, gadget, screen, technology, digital.

The Generation Theory, created at the end of the 20th century, assumes that people who were born at the same time and survived a similar experience in childhood will have the same values. And these values distinguish them from people of other generations. So, who are the children Z? They ask Google questions, not the teacher, they will find the way using the navigator, and make purchases on the Internet, and not necessarily in the country where they live. They study, text two friends, listen to music and talk with their grandmother at the same time. This ability to "see" simultaneously several screens leads to the fact that the speed of perception of information increases dramatically. This quality has its opposite side – the brain, accustomed to the high speed of information processing, begins to get bored when there is little information.

One of the main values is money. To receive them, you need to be able to do something. And what can you do if you don't develop? Therefore, self-development is the value derived from this. I think that self-development will be supported by many representatives of the

Generation Z. I was interested and I came across a survey in «Vkontakte» on the values of people at the age from 17 to 22. Self-development was chosen by a little more than 1 million users, a family – by 3.5 million. Other values didn't get even 500 thousand votes. Another important value for the Generation Z is liberty. Liberty, for which people have fought throughout history, is now the basic principle of world law. Liberty opens up new opportunities for representatives of Generation Z, they can implement unusual ideas that people of other generations could not do.



It is not yet clear whether the digital world has a bad or good effect on the psyche of children. The representatives of Generation Z use every opportunity, any gadget, to connect to the information flow. They gain access to information through the Internet and interact with friends using social networks. Unfortunately, they are becoming addicted to them and cannot live more than 30 minutes without a phone that's why parents of the representatives of Generation Z fear the overuse of the Internet by their children. Generation Z children know a lot and can do a lot. The number of children who can earn money in adolescence is growing rapidly. Mark Zuckerberg founded Facebook when he was 20 years old, and the new generation becomes millionaires at the age of 15-16, and start a business at 10! Of course, almost all examples of successful children's businesses are somehow related to the Internet. The early successes of the children of the twenty-first century are not only in business. They are no less successful in science or in the study of technology.

A very acute problem for the children of Generation Z is autism. I have found quite a lot of information about autistics, written by autists. They wrote that they are able to notice and analyze a lot of details, to see patterns that ordinary people do not see, and this is very tiring for them. A person who often says one thing, thinks another and feels the third is generally intolerable. The brain which is able to convert a lot of information about the world is not able to interact with this world! It is a difficult task for teachers and parents. I know about the case of the unique use of the abilities of autists in the IT industry. It turns out that they can continuously watch the machine code running through the screen as they do on the screen, detecting repeated combinations of numbers that may be viruses.

To better understand what Generation Z is, we should take a look at the list of the most influential teenagers in the world, made by Times in 2017. Let us dwell on the brightest characters.

Salvador Gomez Colon,
15 years old

After the Hurricane Maria struck Puerto Rico, many areas lost electricity without the prospect of rebuilding their electrical systems in the coming months. Salvador came up with an idea of Generosity campaign. He started to raise money for solar lamps, hand-operated washing machines and other supplies for his neighbours in need. In four days he raised $36,000; the total now stands at $75,000 and is still growing. The goal of El Salvador is $100,000. He believes that this money will help at least 1000 of Puerto Ricans.

Rayouf Alhumedhi,
16 years old

Thanks to this schoolgirl from Vienna, millions of women around the world have an emoji with whom they can identify themselves. While messaging friends last year, Alhumedhi, who is Muslim and wears a headscarf, was baffled when she searched her phone for an emoji that looked like her but couldn't find one. She appealed to Apple and the Unicode Consortium (an organization that controls emoji standards) and, finally, got what she wanted. Alhumedhi says it's a step forward in celebrating diversity and accepting the Muslim faith.

People from Generation Z are people with innovative ideas. All of them are small geniuses, underage millionaires, children with unique abilities that we cannot learn to use, children whose abilities have not yet manifested themselves – this is our support in the unknown future that is already knocking on our doors.

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Interview preparation – how impress an interviewer?

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Annotation
In the world of global acceleration we see every-day-tighter competition for a better positions. Recruiters create more sophisticated selection systems, with bigger number of selection methods in use. This induces candidates to show appropriate background, knowledge and, most importantly, impressive management skills.
Keywords: employee, background, skills, interview, impression management, time management, interview preparation, eye contact, personal appearance, small talk, handshake, first in-person impression.

Business competition has never been that tight. Every potential employee would do his/her best for the vacant position, faced with online testing and an interview. While online testing includes personal abilities, knowledge and background, interviewing, besides all the above, is more about personal interaction with a recruiter. When you communicate with a person, not a machine, you are in obscurity. A superior can ask you things hardly related to your professional skills and knowledge (hard skills) aiming at revealing your soft skills, meaning communication mastery, time management, stress resistance, etc. All these components are best seen within live interviewing.

In addition, personal conversation helps a supervisor to decide whether a recruit fits in the company's culture or not. The employer asks different questions to determine your career prospects as a team member.

Personal interviews are becoming increasingly influential for potential candidates as being the last stage of selection process. That is why a first personal impression is crucial, urging recruits to do their best to ensure they are confident to have done everything possible to meet executives' expectations from a candidate.

Thus, candidates' attempts to impress the interviewer may conclude the following items:

- Demonstrating timekeeping skills;
- Interview preparation;
- Eye contact;
- Personal appearance;
- Small Talk;
- Handshake.

The above points comprise some keys of how to impress an interviewer. Let's consider them in greater details.

First and of paramount importance is time management. There is no worse impression a jobseeker can make than when late for an interview. The tip is to arrive about 10-15 minutes ahead of scheduled interview time. This gets you a chance to use the restroom or sort some papers before the interview. Another benefit of arriving a little earlier is the chance to familiarize yourself with the company's workarounds and try to understand how stuff works there and interact with each other.

Secondly, an interview preparation is one of the most important keys of a fruitful dialog. To prepare for an interview you should study up on the company's products and services, industry it operates in, target market, annual sales, structure, other relevant information. That will give you a clue in best way showing your sincere interest in the organization and your commitment to hard work.

Besides, an interview preparation implies a common questions and answers list. Going deep in it, we will observe 3 most spread questions that are asked by interviewers and their impressive answers.

♦ 'How do you work under pressure?' With this interview question the recruiter is trying to discern how you handle stressors in the workplace and how you manage your time. This behavioral question is asked because recruiters know that the best indicator of future behavior is past behavior.

♦ To succeed, prepare a response that would showcase your time management skills, your conflict management skills, or both. Use an example from your previous job, the one of a positive outcome, confirming your problem-solving skills.

♦ 'Why do you want to work here?' By asking this interview question, the recruiter is trying to determine whether you want this very job or any job would do. To answer this question research the company's achievements. Recall some interesting facts about the company and use them in your answer. If you have a personal connection in the company, be sure to incorporate it into your response. This question is another chance to get a competitive advantage as showing sincere interest and potential devotion to this particular organization.

♦ 'Why are you the best candidate for this position?' A manager asks this question to give you a chance to focus on your most relevant skills and strengths in order to demonstrate them within self-presentation. The recruiter can also find some useful information about your self-esteem and self-image from this question.

♦ 'Selling yourself', dearly choose your most relevant hard and soft skills. Consider the problem the employer is trying to solve by hiring you for this role and explain how you can stand the challenge.

Well, the interview preparation process is best followed by eye contact tips. According to British researches, eye contact stands high enough among factors to influence the recruiters' perception. Some 80% of top managers found themselves judging a candidate by how well they maintained the stare. A lack of eye contact might make you seem shifty, unconfident or awkward with people. That is why you should look straight in the recruiter eyes while presenting or telling something.

The next key to successful interview is personal appearance. Any employer makes a first hand judgment about you based on what you are wearing at the interview. For professional positions the standard is a tailored outfit. The key is knowing what is appropriate — and making sure whatever you are wearing is clean and ironed. Grooming is also an important factor. Make sure your hair is combed, fingernails clean and breathe fresh. Also avoid body odor — as well as too much of perfume.

Small talk is another important thing for an impressive interview. It could be essential to defuse the situation and relieve tension. It also shows the executive your communicative skills, helps to define whether you are introvert or extravert.

The last but not the least point is confident handshake. Curiously enough, researches proved a firm grip made employers trust candidates in 55% of casesIt really proves a significant gesture during the interview because the communication is actually starting and finishing by it.

In conclusion, I would like to mention that following all these recommendations during the interview is only 50% of success. Employers search the best candidates those who meets their expectations and can fit in.

In fact, only combining your own background, knowledge and skills with those seven tips of impression management you will be able to get hired for the job you've picked and feel good for. In this globally accelerating competition for the best vacant positions, what highly important during interaction with recruiters so is being yourself.

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Principles or profit? Ethical dilemmas in recruitment

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Annotation
This article describes what problems can be faced in the process of recruitment. This area has its own ethical rules. It is necessary to use them because it helps to avoid problems connected with reputation, complaints against recruiters and recruitment agencies.
Keywords: recruitment, recruiting agency, ethics, ethical rules

What is recruitment?

Recruitment is a process of searching and selecting suitable specialists to work for a company. The goal can be a planned replacement of an employee or an expansion of the organization's staff.

In turn, a recruitment agency is a specialized firm whose employees are engaged in the search and selection of human resources for various enterprises in accordance with their needs[1].

What is ethics in business?

Business ethics is a set of rules, norms, often unwritten laws that must be a guide for a company's manager or employee in the process of communication, decision-making and business performance.

The ethical principles of the behavior of HR managers and recruiters concern all participants of the labor market: business leaders, job seekers and recruitment agencies. There is no doubt that ethical aspects of a recruitment company have very high value. Ethical complaints are expressed to recruiters not less often than professional ones (lack of understanding of the task set by the client, careless selection of candidates, non-compliance with search terms, etc.). Complaints are made not only by companies which want to get services, but also by candidates, as well as by those employers for whom these candidates are headhunted.

What are recruiters blamed for more often?

Clients' complaints:

- non-compliance of the inviolability status of a job seeker with the help of recruiters or other employees of the client company;
- breach of confidentiality of the search or disclosure (intentionally or unintentionally) of information about the position and the client company[3].

Applicants tend to blame recruiters in unethical behavior in the following cases:

- in presenting them to unscrupulous employers, those whose behavior at the interviewing stage or after recruitment does not correspond to what the candidate was promised in a recruitment agency;
- in violation of the confidentiality of contacts;
- disrespect to them by recruiters or the company which was a potential employer (e.g. the lack of feedback)[3].

How do recruiters react to complaints?

Recruiters are sure that their professional performance helps to develop labor relations and the market as a whole. By promoting the flow of qualified personnel from one company to another, they contribute to the accumulation of the company's potential, which gives an opportunity to become an industrial leader, and provide a qualified specialist with a job where s/he can realize his/her potential, gain professional development and, finally, earn more money.

Recruiters assume that employees are not a company's property. They just share information about the market and its opportunities with the candidates and let them decide what to do with it.

So, each recruiter will surely tell you that his/her performance is blameless in terms of ethics. This is true, but with one important comment: if the recruiter is flawlessly ethical in all his/her actions[3].

Recruiter's ethical rules:

- The most important rule is the prohibition of purposeful headhunting from one client company to another.
- In other words, the recruiter does not have the moral right to offer a person the job until he officially resigns.

The recruiter is guided only by the professional and psychological requirements of the client company. There mustn't be any discrimination.

- Assessment should be independent and objective

• Any actions that could harm the applicant at his current place of work are prohibited.

There is such a key concept in recruitment which is called "off-limits policy". A recruiter shouldn't contact with the employees of the client company about changing a job[3].

Mistakes

Recruiters are often criticized for disclosing search privacy:

• Recruiters published a job advertisement from which everyone will understand what company and position are mentioned.

The information given to the recruiter about the company's problems, job responsibilities, salary level, etc. should never be free for all in the labor market. First, it will very soon reach the person who is currently in position and who is going to be replaced. Secondly, and this is probably the most dangerous, the client company may acquire an undesirable reputation.

• Recruiters sometimes allow themselves disrespectful comments about the client company.

• It is unacceptable to respond impolitely or negatively about competitors (other recruitment companies)

The position of a job seeker who, when changing a job, asks a recruiter for help is not defined because s/he has a risk to lose his/her old job and not find a new one. The recruiter's task is not to harm the job seeker at his/her current job and to provide him/her good working conditions in the future. Therefore, a recruiter must be tactful and cautious during the process of working with applicants from the beginning.

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Clean energy: present and prospects

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Abstract: In the modern world, in the digital age, it is important to understand that energy has become an integral part of society. And the further the society develops, the more energy is required to maintain the existing infrastructure. The main sources known today, as a rule, have many drawbacks and often entail a number of negative consequences for the environment. Therefore, it is necessary to seek and develop alternative renewable energy sources, objectively evaluating their effectiveness.
Keywords: renewable energy, smart grid, biomass energy, marine energy, wind energy, solar energy, hydropower energy.

In the modern world, in the digital age, it is important to understand that energy has become an integral part of society. Renewable energy is energy that is collected from renewable resources, which are naturally replenished on a human timescale, such as sunlight, wind, rain, tides, waves, and geothermal heat. Renewable energy often provides energy in four important areas: electricity generation, air and water heating/cooling, transportation, and rural (off-grid) energy services.

Here is some statistics. In 2006, about 18% of global energy consumption was satisfied from renewable energy sources, with 13% from traditional biomass, such as wood burning. In 2010, 16.7% of global energy consumption came from renewable sources. In 2015, this figure was 19.3%. The share of traditional biomass is gradually decreasing, while the share of modern renewable energy is growing. From 2004 to 2013, the share of electricity produced in the European Union from renewable sources increased from 14% to 25%. In 2018, 38% of electricity was produced in Germany from renewable sources. Hydropower is the largest source of renewable energy, providing 3.3% of global energy consumption and 15.3% of global electricity generation in 2010. Wind power usage is growing at about 30 percent per year, worldwide with an installed capacity of 318 gigawatts (GW) in 2013, and is widely used in Europe, the USA and China. The production of photovoltaic panels is growing rapidly; in 2008, panels with a total capacity of 6.9 GW (6,900 MW) were produced, which is almost six times the 2004 level. Solar power plants are popular in Germany and Spain. Solar thermal stations operate in the USA and Spain, and the largest of them is a station in the Mojave Desert with a capacity of 354 MW. The world's largest geothermal plant is installed on geysers in California with a rated capacity of 750 MW.

Brazil has one of the largest renewable energy programs in the world related to the production of ethanol fuel from sugarcane. Ethyl alcohol currently covers 18% of the country's need for automotive fuel. Fuel ethanol is also widely distributed in the United States. Large non-commodity companies support the use of renewable energy. So, IKEA is going to fully provide itself by 2020 with renewable energy. Apple is the largest owner of solar power plants, and due to renewable energy sources, all the data centers of the company are operating. The share of renewable sources in the energy consumed by Google is 35%. The company's investment in renewable energy exceeded $ 2 billion.

Let us go directly to the sources of energy. Thermonuclear fusion of the Sun is the source of most types of renewable energy, with the exception of geothermal energy and tidal energy. According to astronomers, the life expectancy of the sun is about five billion years, so that on human scale renewable energy emanating from the sun, depletion does not threaten. In a strictly physical sense, energy is not renewed, but is constantly being withdrawn from the above sources. Of the solar energy arriving on Earth, only a very small part is transformed into other forms of energy, and most of it simply goes into space. The use of permanent processes is contrasted to the extraction of fossil fuels, such as coal, oil, natural gas or peat. In a broad sense, they are also renewable, but not by the standards of a person, since their education requires hundreds of millions of years, and their use is much faster.

Wind energy industry specializing in converting the kinetic energy of air masses in the atmosphere into electrical, thermal, and any other form of energy for use in the national economy. The transformation takes place with the help of a wind generator (for generating electricity), windmills (for generating mechanical energy) and many other types of aggregates. Wind energy is a consequence of the activity of the sun, so it belongs to renewable forms of energy. The power of the wind generator depends on the area swept by the generator blades. For example, turbines with a capacity of 3 MW (V90) produced by the Danish company Vestas have a total height of 115 meters, a tower height of 70 meters and a blade diameter of 90 meters. The most promising places for wind energy production are coastal zones. Offshore wind power plants are being built in the sea, at a distance of 10-12 km from the coast (and sometimes further). Turbine towers are installed on foundations of piles, driven to a depth of 30 meters. Wind generators consume almost no fossil fuels. The work of a wind generator with a capacity of 1 MW for 20 years of operation saves approximately 29 thousand tons of coal or 92 thousand barrels of oil. In the future, it is planned to use wind energy not through wind generators, but in a more unconventional way. In the city of Masdar (UAE) it is planned to build a power station operating on the piezoelectric effect. It will be a forest of polymer trunks covered with piezoelectric plates. These 55-meter trunks will bend under the action of the wind and generate current.

Power plants of this type are a special type of hydroelectric power station, using the energy of the tides, and in fact the kinetic energy of rotation of the Earth. Tidal power plants are built on the shores of the seas, where the gravitational forces of the Moon and the Sun change the water level twice a day. For energy, the bay or the mouth of the river is blocked with a dam, in which hydraulic units are installed that can operate both in generator mode and pump mode (for pumping water into the reservoir for subsequent work in the absence of tides). In the latter case, they are called pumped storage power plants. The advantages of PES are environmental friendliness and low cost of energy production. The disadvantages are the high cost of construction and the varying power during the day, which is why the PES can only work in a single power system with other types of power plants.

Solar power plants use the energy of the Sun both directly (photovoltaic SESs operating on the phenomenon of an internal photoelectric effect) and indirectly using the kinetic energy of steam. The largest photovoltaic SES Topaz Solar Farm has a capacity of 550 MW. Located in California, USA.

At the moment there is a fairly large number of measures to support renewable energy. Some of them have already established themselves as effective and understandable to market participants. The most famous are green certificates, reimbursement of the cost of technological connection; connection fees, net energy metering.

Humanity cannot imagine further development without keeping the pace of energy consumption but moving in this direction leads to the destruction of the environment and seriously affects the lives of people. The only option that can improve the situation is the possibility of using unconventional energy sources. Scientists paint bright prospects, achieve technological breakthroughs in proven and innovative technologies. Many national governments, realizing the benefits, invest heavily in research, develops alternative energy sources and transfers production facilities to unconventional sources. At this stage of the development of society, it is possible to save the planet and ensure the well-being of people only by working hard with alternative energy sources.

Many environmentalists believe that, although no source of energy is completely without risk, clean energy can have a wide effect for healing the planet and possibly cause a slowdown in global warming. Another reason why clean energy can be a desirable resource is that it usually comes from free sources. While the use of any energy costs money, the wind and the sun do not belong to anyone in particular.

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Soft Power as a tool of Influence in Contemporary Politics

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Annotation

Globalisation brings about new ways of resolving conflicts, which may take many forms, but the most common of them can be captured under phenomenon of soft power.

Keywords: job interview, CV, interview preparation, self-confidence, corporational culture, communication, skills.

With globalization taking its toll, the system of international relations has changed. On the world arena there arrived new tools that were able to have a powerful impact on the course of world history. The new composition of international actors faced entirely new challenges that were not encountered in either the 20-th or the 19-th centuries. Finally, new dimensions of power and new sources of power in the struggle for world domination have emerged. One thing remained unchanged: the goal of all international actors remained power, strength and influence on the world policy.

The process of globalization has reduced the scope of application of traditional power mechanisms by countries and has led to changes in global competition patterns. In the new era, economic success, ideological credibility and cultural attractiveness of the country have become more important factors of influence than military power and possession of nuclear weapons.

The concept of «soft power», introduced into scientific circulation by Harvard scientist Joseph Nye, was a response to changes in the international system at the turn of 20–21 centuries.

Joseph Nye came up with the term in his book «Bound to Lead: The Changing Nature of American Power»: «When one country gets other countries to want what it wants it might be called co-optive or soft power in contrast with the hard or command power of ordering others to do what it wants». Later in his book "Soft Power: The Means to Success in World Politics" Nye expanded the definition: «A country may obtain the outcomes it wants in world politics because other countries – admiring its values, emulating its example, aspiring to its level of prosperity and openness – want to follow it. In this sense, it is also important to set the agenda and attract others in world politics, and not only to force them to change by threatening military force or economic sanctions. This soft power – getting others to want the outcomes that you want – co-opts people rather than coerces them.»

It expressed new trends in international relations, the main of which, according to Professor, academician of RAS, doctor political s. A.V. Torkunov, is «competition of values and models of social, state and socio-economic development». Soft power began to be an important foreign policy tool that is able to provide global dominance.

The concept has firmly entered the foreign policy practice of many countries of the world. Due to the popularity of the concept, governments began to implement communication strategies actively in foreign policy: to seek trust of their partners, to shape the image of their country in the media and to establish close ties with foreign audiences. According to foreign researchers, over the past decade, a state that has not included in its foreign policy strategy the concept of soft power is rather an exception.

Today, the concept of soft power and the possibility of its application are extremely important in Russia. The events of 2014-2015 – the annexation of the Crimean Peninsula by the Russian Federation, participation in hostilities in Syria-prove that military instruments can ensure the implementation of foreign policy goals only in the short term. Other mechanisms are needed for a long-term mutually beneficial international partnership that can ensure stable economic development of the country. The policy of soft power provides an opportunity to intensify the resources of external influence, which may be more effective in the modern world in the context of globalization.

Joseph Nye determined components of Soft Power as:

- Foreign policy;
- Political values;
- Culture.

Nowadays a lot of journalists write about a soft power and it's use. Alistair Burnett, editor of BBC's The World Tonight in January 8, 2015 wrote on the «YALE Global online» site an article, where he argued, that modern countries have begun to use smart power instead of «soft power».

Alistair Burnett writes, that not so long ago, diplomatic, academic and journalist circles «were focusing on the growing importance of soft power in international relations». But in recent years governments consider how to «boost soft power», investing in international broadcasting and cultural institutes «to win friends abroad». Russia spends more and more in developing «International TV news station RT» TV coverage. The USA continues to fund «international broadcasting started during the Cold War».

The USA is considered the world leader in soft and hard power, and there's no doubt American culture is attractive to many people – «consider the numbers wanting to migrate there and who wear baseball caps, eat American-style fast food, listen to American music and watch Hollywood movies».

Burnett asks himself: «But do events of the past year suggest that in a world where the global balance of power is shifting and countries really want their own way, they turn to old-fashioned hard power?» Harvard Professor Joe Nye who coined the term soft power argues it is not a binary choice. He developed on his original definition of power by identifying a third way states could convince others to do what they wanted – with smart power – basically wielding a mix of hard and soft power.

The author concludes, that in latest years Russian government has been effective at using exactly «smart power» in Russian campaign to take Crimea and destabilize the eastern Ukraine. He calls this process a hybrid warfare because of «its mix of diplomacy, TV and social media propaganda about the threat to Russian speakers from Ukrainian nationalists, and use of irregular and disguised forces designed for ambiguity long enough to achieve Russian objectives. In the case of Crimea, annexed with little fighting, acute observers of Russian policy see this as an effective use of smart power».

The increasing use of hard power partly results from the changing global balance as other countries take advantage of the relative decline of the United States to assert their interests. But the difficulties and uncertainties surrounding how to best wield soft power and measure its effectiveness state reason why leaders are still devoured to using familiar hard-power methods, be they airstrikes or economic sanctions.

Professor, academician of RAS, doctor political s. A.V. Torkunov: «Founded on the enormous military-technological superiority, the confidence that led to unilateralism in international affairs seems to be giving way to a more realistic course. The US is forced to enter the era of smart power, the «smart» combination of soft and hard power, reliance on sophisticated diplomacy (requires taking into account the interests of allies Washington) and the restoration of moral and ideological (and not ideological) influence in the world».

PhD in history, Dean of the faculty of Public Administration of Moscow state University Nikonov V.A. in the October,15,2017 during the TV show «Sunday evening» defined soft power as follows: «Soft power is a jacket, which enables explicit read of muscles».

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Les consequences du Brexit

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Annotation

Brexit has been the topic of discussions for quite some time now especially in Europe. The first case of a country leaving European Union has definitely shifted the balance which was already unstable before. Such actions from the Great Britain that is often considered to be conservative thus changing a well-established institutions is a shock. The article dedicates to the various points of view on Brexit, analyzes the outcome of what might be the fail of the Great Britain and forecasts what may the future of France be.

Keywords: Brexit, Frexit, Theresa May, the UN

L'objectif de notre exposé est d'analyser les conséquences du Brexit. Le Brexit est désormais l'un des sujets les plus discutés dans l'espace médiatique mondial. Les conséquences de cet événement pendant de nombreuses années déstabilisent la situation en Europe. Tout ceci confirme ***l'actualité*** de l'exposé présenté.

Dans cette étude nous utilisons ***la méthode*** descriptive qui nous donne la possibilité de décrire les changements dans l'Europe aussi que les avantages et les inconvénients du Brexit. Ensuite, nous pouvons déterminer l'influence du Brexit sur la France et, comme conséquence, la possibilité du Frexit. Nous allons aussi analyser les articles de la presse française afin de comprendre la réaction des Français à ces événements.

Pour atteindre l'objectif fixé il est indispensable de résoudre les questions suivantes :

- Comment se passera le Brexit est quels effets aura-t-il?
- Le Frexit, est-il possible?
- Quelles conséquences le Brexit aura-t-il sur les relations entre l'EU et la Russie?

Le Royaume-Uni ne va pas manquer de défis dans les deux années à venir: il va falloir négocier avec l'Union européenne, s'assurer l'accès aux marchés après la sortie du marché unique et de l'union douanière, s'atteler aux droits des Européens résidant en Grande-Bretagne, régler la question de la frontière irlandaise, maintenir cohésion du Royaume-Uni, traiter avec un président américain de plus en plus antagoniste.

Pour la plupart des habitants de la zone euro et pour un grand nombre d'opposants britanniques au Brexit, la décision de quitter l'UE était un mal choix. Cette interprétation met un accent particulier sur le rôle de l'Angleterre. Le commentateur irlandais Fintan O'Toole résume ce sentiment en ces termes: «Les Anglais ne sont plus dominants puissants. L'Angleterre est un pays d'Europe occidentale de taille intermédiaire et d'importance tout à fait moyenne.» [2]

Uni pour sa part, Nicholas Boyle, éminent spécialiste de Goethe à l'université de Cambridge, récemment associé le Brexit à «une psychose bien anglaise» [5]. «Les Anglais refusent d'être «nation comme une autre ... avec un poids limité, des ressources limitées, et une importance limitée dans le monde», donc ils refusent d'apprendre «à vivre sur cette planète sur un pied d'égalité avec les autres peuples» [5].

Quant à Theresa May, il ne lui reste rien d'autre qu'une Angleterre qui frêle et démunie,avec le pays de Galles boitant à ses côtés. Le pays a voté pour sortir de l'Europe, mais plusieurs options s'offraient à May. Elle peut encore être dévorée par le Brexit. Elle aurait pu prendre le chemin plus doux, plus pragmatique, de la modération, du compromis et du bon voisinage, tant de ses administrés. Elle aurait pu rompre nos quarante-quatre années d'alliance, mais elle a opté pour une attitude menaçante et inflexible.

Le britannique d'information et d'opinion Capx a détaillé en janvier les points faibles de l'Union européenne. Les voilà:

♦ **Le marché unique**: le concept n'a plus la côte, tout comme la mondialisation. Les électeurs veulent que leurs gouvernements se battent pour empêcher les emplois de partir.

♦ **La zone euro**: la monnaie unique devait être un tous les pays de l'UE.Même chose pour la concurrence et un moyen de réduire le coût de transactions.

♦ **L'Europe de la libre circulation**: une très bonne idée si la frontière extérieure est correctement sécurisée, si les pays frontaliers partagent plus ou moins les mêmes niveaux de vie, et si la police et la justice peuvent travailler et collaborer efficacement ignorer des anciennes frontières nationales. En Europe, pas une de ces conditions n'est respectée.

♦ **L'Europe de la ligne de front**: formée de ces pays qui redoutent les interférences de la Russie, elle est exposée au plus grand danger. D'après les journalistes français, Vladimir Poutine s'est servi du conflit en Syrie pour montrer que la Russie était encore une force avec laquelle il fallait compter, tandis que nouveau président américain, Donald Trump, veut faire du dégel des relations avec la Russie.

En même temps, en France on a commencé à parler de Frexit. 52% des électeurs français souhaitent un référendum sur la sortie de la France de l'Union européenne. La raison principale est la réaction négative à la mondialisation. La population de la France partagée comme suit: la capitale et les territoires qui l'entourent veulent rester dans l'UE et l'initiation arrière-pays veut sortir. Le Brexit affecte également des amis de longue date au Royaume-Uni. À ce moment-là, Donald Trump venait juste de prendre ses fonctions et suscitait de vives inquiétudes.

Décharge de ses fonctions d'ambassadeur des Etats-Unis auprès de l'UE, Anthont Gardner livre ses réflexions sur les conséquences du Brexit dans l'interview : «Rien ne se déroule comme nous en avions l'habitude, J'espère sincèrement que son gouvernement sera capable de considérer lP'Europe avec un esprit ouvert, mais le président s'entoure de mauvais conseillers, qui lui glissent à l'oreille que l'UE est une vraie pagaille, que l'Union va s'effondrer et qu'il vaut mieux négocier séparément avec les différents États membres. Une vision caricaturale. Trump remet brusquement tout en cause: lPéconomie de marché, le changement climatique, les bonnes relations avec 'Europe, l'intérêt de l'Otan, etc. Comment peut-il en arriver là? Il surprend tous les experts, mais Trump comprend mieux que quiconque la profonde insatisfaction qui règne au sein d'une grande partie de la population en bas de l'échelle sociale [1].» D'après les journalistes français, il n'est pas facile de dépasser la Russie dans ces conditions. Le plus grand pays du monde est actuellement dans une situation difficile. Le Brexit laissera sans aucun doute une empreinte sur sa relation. Le sujet de discussion n'est que la position des pays sur la scène mondiale à l'heure actuelle.

Après l'effondrement de l'URSS, la Russie a eu de nombreux problèmes, il est donc impossible de parler de relations amicales. Cependant, un contrat a été conclu par lequel la relation a été fermée. Les relations entre la Russie et l'Europe avaient en effet évolué, mais pas en bien, malheureusement. La mise en place de sanctions mutuelles après l'escalade rapide a été un véritable tournant. Ce qui a laissé un goût amer du côté russe comme du côté européen. Dans une certaine mesure, on sentit poindre une forme de soulagement. Il est clair que tout le monde était las de faire semblant et de mettre en scène des avancées diplomatiques qui finissaient par être la hantise des technocrates de deux bords. En revanche, ce tournant ne fut pas du goût du monde des affaires, qui s'était habitué à environnement politique propice à l'activité économique. Les événements des années 2014–2015 ont ainsi montré que dans le monde contemporain l'affrontement entre la politique et l'économie débouche inexorablement sur la défaite de cette dernière.

Il est à souligner que la Russie et l'Union européenne sont très différentes de ce qu'elles étaient au début des années 1990, lorsqu'elles posaient les bases de leur coopération. En d'autres termes, la Russie ne veut plus faire partie d'une Europe unifiée, tandis que l'Europe unifiée est fatiguée de s'élargir et ne souhaite qu'une chose: se replier sur elle-même pour se consacrer à ses problèmes internes.

Et pour conclure, le Brexit est une grande éventration pour le monde et l'Europe avec les conséquences importantes. L'Angleterre peut ne pas être au courant de toutes les conséquences de leurs décisions. Quant à la France, elle peut se débrouiller, comme le montre bien les sondages. En ce qui concerne le Brexit, qui vivra, verra. Nous suggérons seulement que les pays devraient mieux calculer leurs actions et les conséquences.

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Interview preparation – how to impress the interviewer

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Annotation
The issue of getting a new job is highly topical, especially among young people. It is necessary to know some tips and tricks about interviews and follow few formal rules.
Keywords: job interview, CV, interview preparation, self-confidence, corporate culture, communication, skills.

In modern world is extremely imposing on us: there's a need to talk with the interviewer, either at a new job or in the university or college. It is really important to impress him and show your best angles. However, not many of us are really know what to do. This prompted me to bring down all the clues and hints about an interview preparation, as well as list some important pieces of advice for the ideal interview.

There are two important points in every interview preparation: correct and well-typographed curriculum vitae, also known as CV, and behavior within the whole interview…

First of all, you should learn as much about the company as possible. Supervisors perceive it like curiosity and real interest in the future job.

Then it is important to prepare right and elaborated questions. They can show your manners, expectations and approach to the tasks or problems. These questions can be:

- What is a corporate culture of the company in a word? What is it like?
- Do you have a motivational system?
- How many supervisors will I have?

Etc.

As you can see, all of them are quite polite but they show what you appreciate in the job: respect for workers, motivation and other important things.

It is known, that the 55% of the interviewer's attention will be directed to you appearance. Inconsistency in the way you dress grants that you are not very accurate and disciplined. These factors can change the point of view of the interviewers and supervisors, so the opportunity to get into the company will decrease significantly.

Some other things are a part of a non-verbal communication. At first blush it may seem like this type of communication is not as important as behavior, but researches show that sensorimotor signs can not only show the attitude of the person, but also to reveal his hidden plans and wishes.

Except of non-verbal communication skills there are also voice and self-confidence closely connected with each other. The tone of the voice and intonations are depending on your feelings: if you are sure, that you do everything right, you will show confidence in every word and be a very nice interlocutor. Also, if you have sense of humor, popularity among potential administration is there.

However, in my opinion the most important part of interview preparation is CV. Experienced interviewers say, that there are some special points in putting it together. Firstly, it should be short – not more than one printed page. Secondly, it should contain your specific goals and expectations, your especial skills like fast-typing or ability to work with different office programs. Finally, your good-quality photo in CV can become the last drop for the recruiter or supervisors.

To sum up, it is important to understand, that the skill to create good CV and impression about yourself is indispensable and absolutely necessary in modern world. As they say, people judge you by your look, so you should know, that all above-stated factors can be a huge part in your future life and career.

Remember about some tips: be polite, arrive on time, be authentic, make good first impression and say "Thank you!" to your interviewers.

And do not forget: if a job's worth doing it, it can be too hard, but it is not a reason for stopping it.

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Paradoxical networking

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Annotation

Networking is an extremely powerful means in terms of achieving any goals and progressing up the career ladder. An ability to create rapport with people of different professions and different spheres is essential, because it enables to become an important part of the global network.

Keywords: networking, effective relations, success, recruiting, opportunities, Bill Clinton, career

Let's start with the question: «What is networking?». Networking – is a multitude of effective relations. In other words, people, whom a person knows, determine his/her potential [1].

In this sense networking can be considered as quite an unfair thing, because 'good' relations are usually associated with rich parents or very rich grandparents. But it's not true. Examples when an average person has achieved his/her goals with the help of "good relations" exist. So let's consider one of them.

An outstanding politician, American ex-president, he has always been loved and valued by his peers. That is Bill Clinton, he was born in an average, even lower than average family. So how did he achieve such a high social position? Despite intellectual abilities Clinton had and still has very strong "networking skills". For example, being a student Clinton used to write down names and professional areas of anyone he met. He also greeted everyone shaking hands, touching the bow and looking at their eyes. Bill always asked a few personal questions even if the conversation was absolutely businesslike. As a result, after graduating from university Bill Clinton gained a number of invaluable relations that further helped him to progress up the career ladder [3].

Now let's consider some statistics. It's paradoxical, but according to LinkedIn research 85% of vacant positions are filled in by networking. Moreover, 80–90% of vacancies are not public [1]. So networking is extremely important regardless of who a person is: an interviewer or an interviewee, an employer or an employee, a self-employed person, a public servant, a businessman, a politician, an HR-manager – whoever.

Now I'm going to enumerate 5 simple tips that would help create effective relations [2].

1. Make a habit: smile every time meeting a friend (it doesn't matter whether it's a close friend or someone, who you do not know very well, remember that weak relations can be even more effective and useful than strong ones)

2. Approach a person by name (it's very pleasant for everyone to hear his/her name)

3. Share links/articles/videos with friends depending on their interests (again, remember about weak relations, it's never known who can turn the life over)

4. If a photo of someone was taken, it is useful to send it to him/her and write a few words about the last meeting with that person

5. Create your own approach as Bill Clinton did (for example, prepare symbolic gifts for birthdays even for not very close friends, mention people in Instagram/Facebook/VK posts, suggest help, ask about welfare, hug people and so on)

Now we know why it is essential to be a part of networking and how to maintain relations.

The last but not least question is left: where can we meet new people? The answer is – wherever except home: at the conference, during trainings, in sport clubs, while organizing an event or taking part in it, in the students' canteen after all.

In conclusion I'd like to repeat that life is full of opportunities and networking is one of the most powerful means, which can help reach the set objectives and progress up the career ladder. An ability to establish relations with people of different professions is extremely useful nowadays, because it gives an invaluable opportunity to become a significant part of the global network.

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Solution to the problems of poverty and immigration from Africa and near east to Europe

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Annotation

Immigration and poverty have become important social and economic issues in the world today, especially in Africa and Europe. In this article the relationship between two continents and two problems is going to be discussed and the possible solutions are going to be proposed.

Keywords: unemployment, education, immigrants, living conditions, economic and social situation in Africa, allowance for immigrants, cultural differences, open borders, war, industry in Africa and Europe, working places, crime, protests of Europeans, European Union

Part 1. The process of immigration in Europe

In the contemporary world international migration has become a global issue. According to Douglas S. Massey inflow of people to developed countries is connected with their wish «to overcome market failures at home» («Five Myths About Immigration: Common Misconceptions Underlying US Border-Enforcement Policy»)[1]. In other words, people are looking for higher salaries and better working conditions in order to send money home providing their families. Immigration can give *positive effects* such as elimination of needs for cheap unskilled labour force, stimulation of country's economic development, recruitment of qualified professionals, increase in tax revenues and assimilation of cultures.

However, if *immigration is not controlled*, it causes decrease in salary in labour market, increase in competition among local people and migrants for job places, deterioration of stability, high level of crimes and protests of local people. For example, Germany received approximately 700 000 immigrants and refugees in 2015 and the number of crimes increased for more than 100000 cases from 2014 to 2015. The immigration crisis which happened in Europe in 2015 showed that disadvantages outweighed advantages.

Since that time *the number of arrivals* has been greatly *reduced*[2] and some immigrants were *departed*, but according to the official site of European Union[3] almost *22 million of immigrants still stay in European Union*. This statistics does not take all illegal immigrants into account.

The level of unemployment among foreign-borns is much *higher* than among citizens born in EU. In some European countries migrants and refugees *don't have the right to work*. It leads to necessity to work and *earn money illegally*, therefore it increases *crimes*. Despite the fact that migrants can contribute to the economic growth by increasing personal consumption and public expenditures on integration, the European governments *cannot offer enough working places* and that is why real economic growth cannot be achieved. Costs for maintenance each unemployed immigrant do not cover his contribution in economic growth.

Moreover, the attitude *of local people to immigration is mostly negative (35% fairly negative and 19% very negative)*[3]. If the situation does not change, the cultural differences and behaviour of immigrants to the European culture will possibly cause new *cultural or religious confilcts* in Europe, even the civil war, or the *culture of Europeans will be lost* if cultural integration does not happen. Obviously, migration and refugees policy and laws should be changed.

Part 2. Poverty in Africa and the war in Near East

Another important issue is controlling and preventing *illegal transportation* of immigrants across the Mediterranean sea. This is a profitable but dangerous for immigrants' lives business. In 2018 there was *one death for every 49 people* who arrived in the EU. That occurred because the shorter sea route from Turkey to Greece was replaced by longer and more dangerous route to Italy from Libya[2].

Considering the other side of the issue, the situation of poverty in Africa and *war in the Near East* should be taken into account. The Near East suffers from the war in Syria and Iraq that has been continuing for more than 10 years, and *terrorism* that has become another global problem. War should obviously be stopped. We are not going to discuss the political issues, but speculate about the problems of Africa which partly cause immigration crisis in Europe.

Africa suffers from poverty and demographic crisis. In 2016 the *inflow to Europe from Africa exceed the number of refugees from the Near East*.

Despite the fact that Africa is considered to be the fastest developing region of the world with the *average real GDP growth nearly 5%* [4] it still remains the poorest region. *The level of unemployment is nearly 12%* according to the World Bank Open Data[5], almost *60% of the youth between 15 and 17 are not at schools*, GDP per capita is too small.

However, Africa has rich natural resources. It can be compared with China in its enrichment of resources[6,7]. Despite the restrictions in agriculture and unfavorable climate conditions (similar to Chinese), many deposits of oil, gas, copper and gold can provide good raw materials for chemical and electronic industries, transport and nanotechnologies. Factories can produce finished spare parts for industries. But labour productivity is too low to give enough basic commodities for population due to the shortage of machineries and technologies.

Part 3. My personal proposal

Observing the situation, I would like to offer **my solution**. Cost of labour in Africa is lower than in China and if the cost is increased even for this level, the economic development of Africa will be considerably better. It can be done by *relocation or opening new factories under the guidance of European companies near the particular deposits*. They could produce part of *basic commodities*, essential for living in Africa, and the main *goods for their companies.* Of course, the details and the type of production should be discussed separately for each country and case.

Advantages for European companies:

1. The *cost of transportation* will be *less* than from Asia and the *control of production* could be *higher*. The level of salary could be established similar to Asian that would be enough for good living conditions.
2. *A new market* for selling companies' goods, especially if these are basic commodities.
3. There will be *fewer migrants* in Europe and the governments will not have to spend huge sums of money on allowances instead they will get profit and taxes from new factories.

Advantages for Africa:

1. *Higher salaries* will be incentive for additional demand and consumption that futher will stimulate economic growth and development.

2. Investments will stimulate *long-term* development of industry and other spheres such as medicine, culture and education. As Karl Marx said "being determines consciousness". The real capitalists and industrial societies with market economy will start forming.

Possible problems:

Investments could be ineffective due to political instability and senseless expenditures. To prevent such situation these funds should have clear purpose and particular expected results. Also, as the investments come from European companies to their own divisions, they, of course, will be highly controlled.

To stimulate European countries to invest and open factories in Africa, European government should provide them financial support in form of loans with lower interest rates and finance migrants' and refugees' study. Again, the loans and subsidies should be purposeful and controlled.

As it was mentioned above, the *level of education in Africa is too low* but those immigrants and refugees who now settled in the EU can *get the essential skills with government subsidies* if they sign the contract for work in the particular factory for the certain period. For immigrants and refugees such proposal could be interesting only if the *benefits and salaries exceed their income (including allowance*) on the territory of the EU. Some social and psychological motivation also should be encouraged.

In conclusion, I would like to emphasize that the problems of Immigration crisis in Europe, poverty and wars in Asia and Africa are complex and should be considered together. One problem cannot be solved without the progress in solution to another one. We should expect that these ideas will be proved to be effective and the situation will change for the better.

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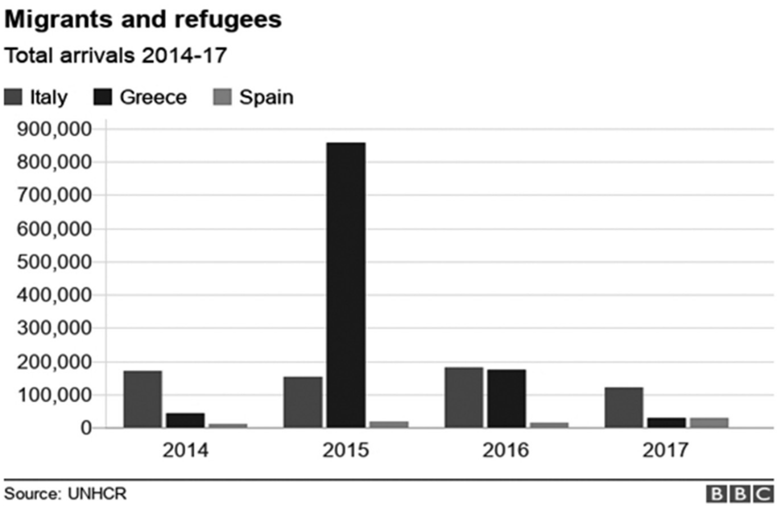
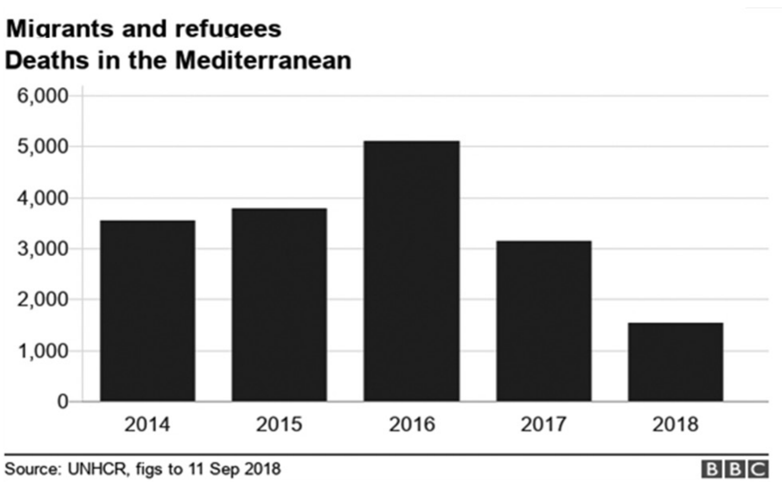
   Graphic 4- Real GDP growth

7. World Bank Open Data [Electronic resource]- URL: https://data.worldbank.org
8. Africa map of natural resources (graphic 5)
9. China map of land use and resources (graphic 6)

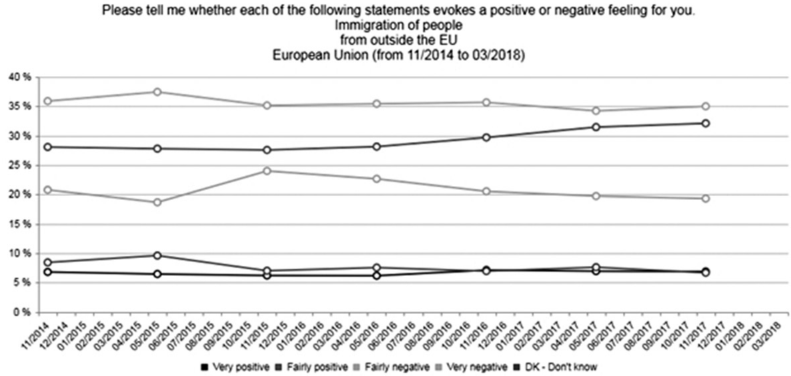
Illustrations:



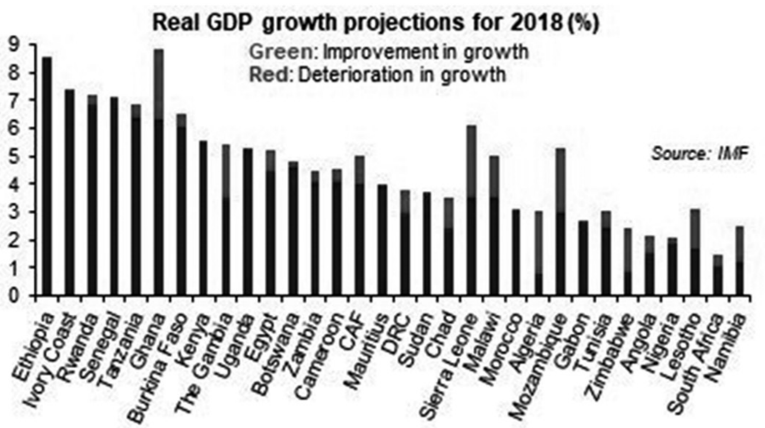
Graphic 1. Migrants and refugees



Graphic 2. Deaths in Mediterranean

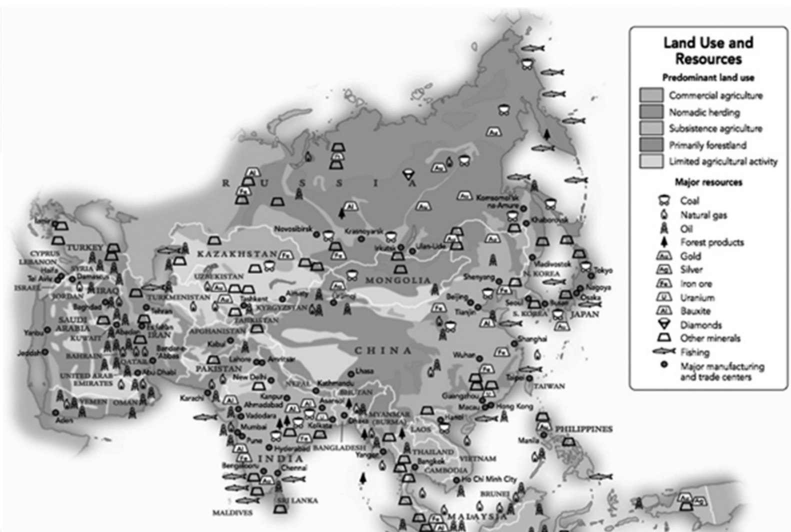


Graphic 3. European attitude to immigration



Graphic 4. Real GDP growth in Africa

Graphic 5. Africa map of natural resources



Graphic 6. Asia, China map of natural resources

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Intelligence? Genius? Or just a bit of luck – what is vital for success today?

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Annotation
In modern society the category of success seems very disputable and variable. Some people associate it with material wealth, while other strongly believe that success is something you cannot touch or count, something deep inside one's soul. This article discusses some factors and situations that in one way or another influence becoming a prosperous person.
Keywords: Success, socialization, luck, motivation, culture.

Introduction.

The category of success should be approached from the point of view of different disciplines such as philosophy, psychology and sociology, to obtain more comprehensive representation. Globalization and intensifying cross-cultural interaction are the objective bases for the application of an integrated interdisciplinary approach.

Success can be considered as a life strategy of a person. It consists of many "blocks" – human's spheres of interest and activity. Success may be considered applicable to business projects, reflecting the correlation between the use of resources and expected benefit. Every project begins from and bases on a human. This research is aimed at answering the following question: ***What makes a person successful?***

Socialization.

Researchers frequently meet the contradiction between internal (satisfaction, life activity, and mental condition) and external (assets, status, and fame) factors determining success. Socialization is a process of internalizing social rules, models of socially accepted behavior. The first agent is the family. Children take after their parents, they treat their words and actions as a benchmark. The positions one's parents take at work and their attitude towards it and career growth may be determining factors for his or her career path. Besides, parents allow their descendants opportunities to explore the world around them and "lay the first bricks" of the castle of their personality. Knowledge gained at a young age contributes to the formation of intelligence.

The next point to mention is education. Students at schools and universities assume their groupmates as successful or failing. These labels may not correspond to reality. The group's recognized "leader" may feel like a less promising and productive person and the "looser" may go the extra mile every single day. Educational institutions teach people the system of social roles and stereotypes.

One's attitude towards success and striving for it likewise depends on the climate and traditions between colleagues and national and generational mentality. An ambitious person may feel uncomfortable in a group accustomed to "we are all equal and on a par" policy. And one day he or she will find himself or herself at the crossroads: to surrender and quietly follow or to risk and prove himself. This choice will be based on one's priorities and values.

Personal qualities.

Researches among students indicate attributes of a successful person. It is believed that he or she: provides the family financially, has extra money for shopping and entertainment, is engaged in the favorite business, does swanky sports and has a lot of ties in different spheres[1]. They also associate success with mobility, self-realization and obtaining professionally important skills. Specialists note that reaching for success influences the development of such qualities as agility, readiness for changes and receiving new information, decision-making ability and capacity to overcome obstacles.

According to the traits theory and factor-analytical concept[2], there are qualities relevant to the specific situation. They provide a leader with better positions to win and prosper. Success from this position is a concurrence of internal features and external demands.

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Routine and creativity.

Most professions require versatile qualities from workers. A modern employee is expected to be both a good paper shifter and an idea generator. The creative part of the job seems more auspicious to express yourself and become successful. It assumes making projects and involves uncertainty and risks. The success of a project depends on an enormous number of parameters, some of which cannot be controlled by the manager and pose threats to the success of the project and, consequently, to his or her reputation.

Luck.

What is luck? An ability to appear in the right place at the right time? Some people seem to be walking magnets for fortune. Feels like time, weather, authority – all the circumstances are on their side. They may not even notice it or attribute it to the will of the outside observer or karma and maintain this condition by performing things for the public good. The third attitude is arrogant misuse of luck. Feeling lucky gives personal motivation to initiate and persist in efforts.

Envy and hard work.

Why do people aspire to achieve success? And not abstract progress, but as great as someone else's or better. We partially base our representations of goals on other people's results. If we think someone has won respect and prize too easily, we will complain about our destiny and suspect the opponent of cheating. Negative feelings blind us and make us unable to think rationally. Success is a ladder and reaching the top is fraught with obstacles unseen by the competitors. Overcoming them is labour, not only visible actions but also the development of self-discipline and mental stability. It is about fighting your own demons.

Motivation.

It is proven in a scientific way that the personality is approved during energetic and reality transforming actions. Achievement means actions, it's a dynamic process. Developing qualities and skills assures human's aspiration toward a higher level of activity and self-realization. At the same time, people get new demands and expectations. It is expressed in emotional discomfort and, consequently, in the initialization of the settings for new aims. Setting for success is a strong type of motivation.

According to A. Maslow's hierarchy of needs[1], success is situated in the part of "self-realization needs". This type of motivation is less achievable than demands for food and security, so it can stimulate a man for actions for a long time. In Herzberg's two-factor theory, success is the motivating factor. These theories prove that success can be not only an aim itself but also an incentive.

Introducing yourself.

Appearance matters from the position of matching the occasion. Participants of the high-level official events are expected to look neat and elegant. Otherwise, they won't be recognized as the successful members. One of the factors of forming the impression of a person is the compliance of non-verbal signals with verbal ones. The persuasive speaker is confident in his idea starting from words to the manner of walking and facial expression. In accordance with Allan Pease, non-verbal signals can reveal true intentions, and Paul Ekman's researches[2] show that divergence between the signals helps to identify lies. Consequently, a successful person is the one who is really good at taking control of his or her feelings and reactions.

Measurement.

Success is not something you have or don't have, it cannot be switched on or turned off like a lantern. Everything depends on the context and varies in each case. Nowadays, in the age of globalization and developed information communications, there is no single-line clear pathway toward absolute universal success. Perhaps, we can evaluate it by whether the subject of actions is satisfied or disappointed.

Russians and Americans: what is success?

Apart from the fact that the phenomenon of success can be seen from the standpoint of different sciences, its understanding may differ between cultures.

Lexicographic comparison[3] of components of the term "success" show engaging results.

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English:
- Result, happy outcome
- Accomplishment, attainment
- Fame, social status, high position
- Lots of money, wealth
- Respect, admiration
- Aim, prosperity

Russian:
- Achieve aim
- Public recognition
- Luck
- Implementation on time
- Good results

The components above are listed in descending order of frequency of use. The Russian mentality considers more intangible and spiritual aspects, whereas the English mindset gives preference to material and tangible ones. For Russians, unlike Americans, high level of material welfare is not traditionally an indicator of evolved morality. According to M.Soloviev, Russian people perceive richness as a negative value and a devil's aspiration. American perception of the world assumes that nothing is impossible for a human being. They hardly believe in fate and fortune. Russian mentality indicates dependence on the circumstances. However, Russians can reach for anything if they "truly, to the depths of the soul"[1] will want it. This exemplifies the power of the Russian spirit. Moreover, for Russian collectivist culture it is impossible and criticized to succeed at the expense of others.

Conclusion.

In all spheres of public life, whether personal or business, there are ethical boundaries, the violation of which could wipe out all the achievements. The factors and values of success may differ from cultures and generations, but common associations with social position, reputation and welfare store for a long time.

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International indices and ratings: influence on countries' images

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Annotation

The main goal of international indices and ratings is to analyse differences between various countries and regions and to provide advice for developing countries which strive for the higher level of development. However, these indices have a plenty of shortcomings, since they fail to consider many actual facts and processes and may even distort reality deliberately, while playing a substantial role in formation of a country's image in the international arena. The positions of Russia in these ratings are relatively low, and reflect both real characteristics of the country and imperfections of indices.

Keywords: index, rating, image, initial data, distortion.

Special international indices are designed to compare different countries with each other. Countries are ranked according to the results obtained. Countries' ratings reflect inequality between them (and also may distort this inequality or create it artificially) and influence the image of a country both on the international and domestic levels. There is no doubt that this influence has its limits, as information about these indices and ratings is inaccessible or irrelevant for many people. Countries' ratings nevertheless affect their images, especially among the more educated and informed audience, which influences much a country's economy and the political situation.

Various indices are trying to address all spheres of social life, including human capital, happiness, business climate, information and communication technologies, brands, political freedom and many other issues. Several widely used and cited indices with latest rankings are presented in the table below.

Table 1

**Indices and latest countries' rankings.
For detailed information, see references**

Index	Categories	Ranking
Human Development Index *United Nations Development Programme* 2017 189 countries	Life expectancy at birth Expected years of schooling Mean years of schooling GNI at purchasing power parity per capita	1. Norway 2. Switzerland 3. Australia 4. Ireland 5. Germany 13. United States 49. Russia
Happy Planet Index *New Economics Foundation (UK)* 2016 140 countries	Wellbeing (polls, 0 – 10) Life expectancy Inequality of incomes Ecological footprint	1. Costa Rica 2. Mexico 3. Colombia 4. Vanuatu 5. Vietnam 108. United States 116. Russia
Global Competitiveness Index *World Economic Forum* 2018 140 countries	Institutions Infrastructure ICT adoption Macroeconomic stability Health Skills Product market Labour market Financial system Market size Business dynamism Innovation capability	1. United States 2. Singapore 3. Germany 4. Switzerland 5. Japan 43. Russia
Index of Economic Freedom *Heritage Foundation (US)* 2018 180 countries	Rule of law Government size Regulatory efficiency Open markets	1. Hong Kong 2. Singapore 3. New Zealand 4. Switzerland 5. Australia 12. United States 98. Russia
Freedom Index *Freedom House (US)* 2017 195 countries, 14 territories	Political rights Civil liberties	1. Finland 2. Norway 3. Sweden 4. Canada 5. Netherlands 53. United States

Table 1

Index	Categories	Ranking
		178. Russia 197. Crimea
Press Freedom Index *Reporters without Borders* 2018 180 countries	Pluralism Media independence Environment and self-censorship Legislative framework Transparency Infrastructure Abuses	1. Norway 2. Sweden 3. Netherlands 4. Finland 5. Switzerland 45. United States 148. Russia
Global Peace Index *Institute for Economics and Peace* 2018 163 countries	Safety and security Militarisation Ongoing conflict	1. Iceland 2. New Zealand 3. Austria 4. Portugal 5. Denmark 121. United States 154. Russia

Russia's positions in these ratings are ambiguous. In the HDI ranking Russia is a member of a group of countries with the high level of human development and is showing positive changes. Russian positions in the Happy Planet Index rating are relatively low because of ecological challenges and sinking wellbeing (attested by ordinary people). Economic indices are producing the image of Russia as a controversial country, on the one hand, with excessive regulation and backwardness and, on the other hand, with wide opportunities and innovations. As a result, foreign entrepreneurs and investors view Russia as a rather risky country for their business with highly uncertain external environment. At the same time developed countries do not recognise Russia as an equal partner, considering its economy as weak and fragile. Political indices are portraying Russia as an undemocratic and aggressive country which can and must be criticised for violations of democratic norms and aggressive foreign policy.

International indices are criticised for many reasons. Firstly, they are subjective (at least relatively) as nearly everything in social sciences. Indices often do not embrace many aspects of their objects (for example, the Human Development Index). For instance, gross national income per capita, which is one of HDI dimensions, does not show real distribution of wealth in a country, while the GNI calculation itself is a rather disputed issue.

Secondly, there are questions about the reliability of initial data. Much of this data is provided by national statistics bodies or may be based on the personal opinion of experts and businessmen. Here we face typical questions of whether a sample is representative or not and what methods were used (as the Delphi method).

Besides, indices are composed on the basis of norms accepted in developed countries and on a positivist methodology. Indices' designers are national or international organisations that are usually based in the West. They may be interested in creating a positive image of Western countries in order to attract material and labour resources and receive economic and political profit. Therefore political indices can be used as an instrument of "soft power", constructing a positive image of a democratic and peaceful country or a negative image of an authoritarian and aggressive one.

Russia occupies ambiguous positions in countries' ratings. These results can be caused, on the one hand, by a real level of social, economic and political development and, on the other hand, by a certain level of unobjectivity or inadequacy of methodology. It is important to mention that despite shortcomings indices are the only tools to compare countries with each other and to show the best practice for the whole world. Their drawbacks nevertheless should be overcome so as to improve their functioning and escape distortions which damage countries' images. Fortunately, this work is being constantly fulfilled by indices' designers.

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Modern Gizmos – Threats, Blessings, Prospects

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Annotation

Gadgets take up most of our lives. But what does the term «gadgets» mean? The Internet gives the following definition: Gadget – is a small device designed to facilitate and improve human life.

However, can we state with certainty that gadgets are our assistants?

In the present article an attempt has been made to consider the main advantages and disadvantages of using gadgets in the modern world.

Keywords: Gizmos, threats, benefits, prospects, development, technologies, Internet.

Let us start with **benefits**:

1) Quick access to the necessary information

Indeed, we do not have to go to the library or to ask someone to help us; all we have to do is just to make a couple of clicks on the screen.

2) Time Saving

Well, we can always set reminders in order not to miss an important meeting or quickly print a business plan.

3) Help in household duties

There is no need to say that gadgets are gradually penetrating into our homes. Portable vacuum cleaners or «smart home» systems are no longer surprising. «Smart home» can help us to perform a number of everyday things that everyone does in his house: open the curtains, turn on the heating and so on.

4) Communication anywhere in the world

Nowadays, people can communicate with each other even if they are separated by thousands of kilometers.

5) I should name it «Portable development»

What is meant by portable development?

With the help of the Internet we can now learn how to cook, how to play the guitar or how to rear children. For example, all you have to perform is just to open a video tutorial on cooking borsch and buy the right ingredients – and you already know how to cook!

However, gadgets have their own threats:

1) They harm our health

It is no secret that gadgets harm our health – our back, our eyes, our psyche. And we know that health cannot be bought for any money, yet people systematically “kill” it because of using their gadgets too often.

2) My second point would be dependency

In our time, everyone is dependent on their gadgets. Every day you need to check messages in social networks, see what your friends have published, do your homework... and this vicious circle can continue indefinitely.

3) The next obvious threat is the departure from reality

There are many people who literally live in their gadgets. There is even a new term specially coined to describe this phenomenon – phubbing. Such people rapidly acquire antisocial behavior.

4) My fourth point is that we are becoming the victims, the hostages of marketing traps

Some firms lure customers to buy a new gadget and sometimes manufacturers can even intentionally slow down old models to make them uncomfortable for users.

5) And finally and most unfortunately gadgets slow down the development of children.

This is a proven fact. Today’s children can no longer learn without their smartphones, they write and read badly and they start talking late. At the age of 3 or 4 many children wear glasses. Isn`t it a shame?

Prospects for the development of gadgets:

Let us consider a few amazing projects that can wait for us in the vast future:

1) Bio fridge

The Russian designer proposed the concept of a refrigerator called «Bio Robot Refrigerator», which cools food with biopolymer gel. There are no shelves, compartments and doors – you just put food in the gel.

2) Ultra-fast 5G Internet from drones with solar panels

Google is working on drones on solar panels, distributing high-speed Internet in a project called Project Skybender. Theoretically, drones will provide Internet services 40 times faster than 4G networks, allowing you to transfer gigabytes of data per second.

3) TV sets Folding into a roll

LG has developed a prototype TV that can be rolled up like a roll of paper.

4) Smartphones

What is worth saying about smartphones is as follows: 7 years after their “advent”, 99.9% of smartphones - are monoblocks with a screen that occupies most of the front panel. Leading manufacturers are actively working on the creation of flexible screens, so we can expect in a few years the emergence of hybrid devices «2 in 1». Curved screens will be the norm even in the budget segment, and flexible smartphones are likely to appear in the top class.

And now, I want to tell you about how the technologies will change in the next 70 years.

2022

Robots will become as familiar as pets. The governments of developed countries will begin to pass the new laws regulating the relationship between humans and robots.

2029

A thousand-dollar computer will surpass human brain in different areas.

2031

Many people will voluntarily become cyborgs. Human organs will be manufactured by the machine in any major hospital.

2049

The distinction between virtual reality and what is commonly referred to as the «real world» will be completely erased.

By the end of the 21st century

People and machines will merge at all levels of existence. Many people will not have a permanent form at all. They will exist only in the form of programs.

In conclusion, I would like to say that our modern world is hard to imagine without gadgets. They help us in many ways and make our lives better. And yet they have significant disadvantages which sometimes outweigh their advantages. The development of technology is going on at a tremendous pace, it cannot be stopped. The only thing we can say with confidence that we will witness a lot of interesting novelties in the future.

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US Migration Policy: U.S.-Mexico Border Wall

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Annotation

Migration relations between countries are an integral part of the globalization process and open up opportunities for cultural, scientific and professional exchange. However, in the modern world, migration is an important factor in the transformation of the political, economic and social processes. In this regard, developed countries, the United States, in particular, are tightening migration policy measures and restricting the reception channels of immigrants.

Key words: Migration policy, border wall, immigrants, budget, government.

Introduction

President Trump's immigration policies follow economic nationalism. Trump's «America First» program seeks primarily to protect American workers and industries. It's a digression from decades of a more balanced U.S. immigration policy.

Trump's immigration policies center around six major areas: complete the border wall with Mexico; deport immigrants who arrived in the United States as children (they are currently protected under the Deferred Action for Childhood Arrivals program); restrict travel and work visas from eight countries; increase screening of refugees while cutting the staff needed to do so; curb legal immigration.

The foreign-born population in the United States reached 44.5 million in 2017, 13.7 percent of the total population. The majority of those people, about 41 percent, came from Asia and 39 percent from Latin America.

The Wall on the Border with Mexico

President Trump promised to complete a wall on the 2,000-mile long U.S. border with Mexico. The Secure Fence Act of 2006 built 650 miles of walls and fencing. Between 2007 and 2015, $2.4 billion was spent. Its efficacy has been hard to assess. Trump has already devoted funds to replacing or enhancing segments of the existing wall.

The government uses the number of illegal migrants to assess immigration levels. In 2018, there were 403,479 illegal migrants. They're down since a record 1.67 million in 2000 because border security is better. Half of all currents immigrants without documentation crossed the border with visas but stayed after they expired[1].

Who will pay?

Trump promised to force Mexico to pay for the wall. If it refused, he threatened to change a rule under the U.S.A. Patriot Act anti-terrorism law. He wanted to confiscate Western Union money transfers sent to Mexico from immigrants.

But that did not happen. Instead, Trump asked Congress to appropriate \$25 billion in the Fiscal Year 2019 budget. He promised to ask Mexico to pay for it later. Congressional Democrats offered \$1.3 billion to continue current border-security funding. On December 21, Trump vowed to veto any budget bill without at least \$5.7 billion in wall funding. As a result, nine federal government departments shut down for 35 days[2].

Congress approved a budget package that includes \$1.375 billion for 55 miles of new border fences. It adds \$1.7 billion to Homeland Security's budget for additional border security. Trump declared a national emergency in addition to signing the spending bill. He plans to use the emergency to repurpose existing military spending to build the wall. He may also repurpose funds from the Army Core of Engineers designated for hurricane disaster relief. But he will face lawsuits from Democrats. The Constitution states that only Congress has control over the budget.

Who supports the Wall and who is against the Wall?

Democrats largely oppose the border wall, but Republicans are largely in favor. Residents of California, Arizona, New Mexico, and Texas face the most consequences. Critics say the wall won't work, especially without added security forces. Others worry about the impact on the environment in their states. Moreover, 57% of ordinary people (US citizens) do not support the Wall construction[3].

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[2] https://www.reuters.com/article/us-usa-trump-immigration-wall-exclusive-idUSKBN15O2ZN

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Wall is a trend

While in the United States Donald Trump is trying to find the missing billions to build a wall along the border with Mexico, the world community is divided into two camps: some resent the US migration policy, others declare their intention to build walls on their own borders.

East and Southeast Asia

Asian states are often fenced off from neighbors for security reasons. In 2016 Thailand began to build a barrier on the border with Malaysia to combat cross-border crime. After the DPRK conducted nuclear tests in 2006, China decided to build a wall on the border with the DPRK. In 2004 India completed the construction of a 550-kilometer wall on the border with Pakistan in the state of Jammu and Kashmir. This barrier is designed to protect against attacks by militants from Pakistan. In addition, India has erected a 4,000-kilometer wall in the western part of the border with Bangladesh to reduce smuggling, illegal migration and the movement of terrorists.

Besieged fortress – Europe

European states are building walls at the borders to stop the influx of illegal migrants - for these reasons in 2012 Greece separated itself from Turkey by a wall. The migration crisis that began in Europe in 2015 due to the huge influx of refugees and illegal migrants from the Middle East, as well as from North Africa and South Asia, created a serious problem for the EU countries that were not ready to receive them, and pushed many of them to the construction of walls at the borders.

In 2015 Hungary decided to build fences on the border with Serbia, Romania and Croatia. Soon Slovenia also announced its plans to build a barrier system on the border with Croatia. In turn, Austria announced the beginning of the construction of the wall on the border with Slovenia. In the same 2015 Macedonia began to build a barrier on the border with Greece, and Spain – from Morocco.

Separated Soviet Republics

Since 2015 the Baltic countries have launched many projects for the construction of walls on their borders with Russia and Belarus. So in 2015 Estonia announced its decision to build a wall on the border with the Russian Federation. The length of the wall will be 108 km. In 2016 Latvia decided to implement a similar project – the length of the barrier on the Russian-Latvian border will reach 92 km. In 2017 Lithuania reported having plans to build a wall on the border with the Russian Federation.

Conclusion

The author of this report does not support the policy of building walls. Firstly, the wall does not solve the problems of migration, but only changes the trajectory of migration flows. Secondly, the construction of the walls is not profitable from the point of view of the global economy: it is much more efficient to invest money in solving problems related to the procedure for obtaining citizenship, integration, adaptation of migrants and assistance to displaced people than to build interstate barriers.

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Who are they? The forbes list representatives?

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Annotation:
When you hear the word "Forbes", what names are the first to come to your mind? I think first names in mind will be Bill Gates, Marc Zuckerberg etc. We don't talk about them today. I want to take you elsewhere here. My topic for today is 11 richest bachelors under 40.
Keywords: Forbes, rating, USA, Russia, net worth, businessman, company, billioner.

Lukas Walton. Age: 32. Country: USA. Net worth: 15.2 billion $.

Lucas Walton is the grandson of Sam Walton, the founder of the largest American supermarket chain Walmart. He inherited his fortune in 2005, when his father John Walton crashed in an experimental flight on a homemade plane. Lucas received about a third of his father's fortune, his mother Christie — one sixth. Lucas Walton owns a stake not only in Walmart, but also in First Solar, one of the US biggest solar modules maker, as well as the financial company Arvest Bank. The young billionaire also heads the environment Committee of the Walton Family Foundation.

Ayavatt Srivaddanaprabha. Age: 33. Country: Thailand. Net worth: 5.9 billion $.

Ayavatt Srivaddanaprabha the son of a Thai billionaire Vishay Srivaddanaprabha, the founder of duty free chain stores King Power. In October 2018, Vishay was returning on a private helicopter from the English Leicester game owned by him football club «Leicester city». But shortly after a take-off the helicopter lost control and crashed near the stadium. King Power company with annual revenue of $3.3 billion and the main in Thailand operator of duty free shops – move to Ayavatt Srivaddanaprabha. He also remains owner of «Leicester city», the Belgian club «Oud-Heverlee Leuven.

Brian chesky

In 2007 friends Brian chesky and Joe Gebbia desperately did not have enough money to cover bills for an apartment they rented in San Francisco. They took money from travelers who came to the city for the opportunity to spend the night on an air mattress in their apartment. In 2008, along with a third partner Nathan Blaricom he created Airbnb, a service for short term rentals. Now the service is used by more than 300 million people from 81,000 cities in 191 countries. With Gebbia former bodybuilder chesky met while studying at the school of design of Rhode island.

Joe Gebbia

Joe Gebbia dreamed of painting and working in galleries in New York. At the Rhode Island School of design, he met Brian Chesky, with whom he founded Airbnb. In the company Gebbia holds the position of Director of products.

Gustav Magnar Witzoe

Gustav Magnar Witzoe owns a 47% stake in Salmar ASA, presented to him in 2013 by his father Gustav Vitze.

Salmar ASA-Norwegian, one of the largest salmon producers in the world, was founded by Witzoe senior in 1991. Gustav's father still runs the company still now.

Pavel Durov

In 2014, Pavel Durov decided to get rid of the surrounding property. In the list of things was Durov's share (12% of shares) in the social media created by him «Vkontakte». He sold it to Ivan Tavrin for about $ 300 million. After that, he founded the Telegram messenger with more than 200 million subscribers signing in. In 2018 Paul, along with his brother Nikolai Durov has raised more than $1.7 billion for blockchain system TON based on Telegram.

Drew Houston

Drew Houston is the CEO and co — founder of Dropbox, a file sharing service used by more than 500 million people. Houston founded the company in 2007, when he was 24 years old, along with a classmate at MIT Arash Firdowsi. Dropbox went on the IPO in March 2018, the first day after the placement of its shares rose by more than 35%. Houston, who owns 25% of the company's shares, is its largest private shareholder.

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Neuro-linguistic programming – a working strategy or a myth? How to make things done: influence people, get support and achieve results

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Annotation
Success is a part of our lives and therefore people have developed various ways of reaching it. A lot of trainers, life coachers try to make people believe in themselves, some of them succeed through extensive use of NLP. Active discussion is conducted around the question: whether Neuro-Linguistic Programming is a working strategy or a myth? I will try to show advertising techniques as an example of reaching success with the usage of NLP.
Keywords: neuro-linguistic programming, success, advertising, persuading, mind, influence, decision making

Neuro-linguistic programming (NLP) is a term coined by two researchers at the University of California during the early 1970s. Its authors are Richard Bandler and John Grinder. According to them, human beings possess a mind-body system of interior-exterior type with the mind being the internal part, and the body being external.

The researchers believed that this system develops connections in specific patterns. These connections are formed between inner experiences (the neural area), the language (the linguistic aspect) and the person's behavior (the programming aspect).

Thus, neuro-linguistic programming means that people's behavior is influenced by what they say and hear or how they internalize this linguistic information.

NLP is seen in educational materials for high schools as an example of pseudoscience and a quasi-religion related to the New Age movement.

In 2016, a British Psychological Society included neuro-linguistic programming among the 10 of the most widely believed myths in psychology.

Nevertheless, there are a lot of examples of NLP being effective to influence people.

Nowadays NLP is exceedingly used by business negotiators, salespersons, public speakers, management trainees, and even sports coaches.

Sue Sylvester, a character from the famous TV-show Glee, mentioned, that «Advertisers are manipulative alcoholics who use images to play our emotions». It proved true. Therefore, the effectiveness of Neuro-Linguistic Programming can be shown in the advertising techniques used by professionals to draw customers.

There are 8 NLP techniques In Advertising

1. Adjusting for values

The use of images that are valuable and sacred to the target audience in the advertising message. Such images can be children, family, elderly parents, grandparents, comfort at home. In this technique the unconscious basis of perception of the material without criticism and distrust.

The simplest example of this kind of advertising: the video of dairy products «House in the village», where pleasant memories from childhood bring the atmosphere.

2. Submodalities

It is based on attracting attention on the basis of visual, auditory and kinesthetic perception of the situation. When from well-chosen angles, the effects of approximation, distance and contrast, the potential buyer feels the presence effect. These techniques often evoke appetite, inspires action, ushers in to feel the master of a thing in reality.

Submodalities are used to advertise food, expensive jewelry and cars. Cartier, for example, has adopted this principle to promote its Trinity ring.

3. Presuppositions

The technology allows you to build sentences, shifting the focus from the necessary statements to the details so that the first ones (necessary statements) are implied as a matter of flow. Then these statements are accepted by the client as such, not subject to doubt, and the choice is already within this framework. A simple example: «You can take a coke in a new big bottle, and get more for the same price.» Now the choice is between bottles, not Coca-Cola and something else.

4. Synesthesia

Synesthesia involves a mix of information channels. For example, when one element of perception is irritated, it feels as if a second element is automatically connected to it and they mix up in sensations. The visual image is fueled by sounds, and taste is impregnated with aromas, etc. The essence of this technique is to provide a buyer with the characteristics of the advertised product, and, most importantly, its advantage- submitted this way, the sales blurb is very quick to digest.

5. Truism

A simple banality, which can't be doubted because it is used only as a reminder. This component of NLP techniques for manipulating people is designed to cause people to subconsciously trust everything said in advertisement. The person listened or watched the video, realized that his opinion coincided with what is said in advertising and he subconsciously trusts the information. «There are things you can't buy. For all the rest you have MasterCard»

6. Illusion of choice

The illusion of choice involves setting a framework for a person, giving him or her the opportunity to make a choice which is actually limited. In reality, it is much more extensive than advertisers say.

Often, this technique is popular with companies that advertise means to fight obesity. Usually the other of the proposed options is much less attractive than the one advertised.

This is especially vivid in social advertising. As in the example of the poster Fiat, which warns drivers about the dangers of drinking alcohol while driving.

7. Metaprograms

Metaprograms are nothing more than the usual censors that people apply to everything they see, hear or feel in the world around them.

These censors select only the information that will be admitted into the consciousness of the individual. What does not correspond to the metaprogram is not realized, is not covered by its attention.

Metaprograms are based on people's motivation. For those motivated to new achievements the advertisers use slogans like «New seductive shades! More glitter!» For those motivated to avoid any adverse effects, a working scheme sounds like «Mascara without clumps».

Metaprograms tend to classify consumers on «opportunities» and «actions». Opportunity-oriented consumers gravitate towards novelty, experimentation, variability. Consumers of action tend to order, clarity of action, they want to get a safer product with clear instructions of use.

The kind of advertising that takes into account these features will present the same product in different ways. So it goes firm in advertising of bouillon cubes «Knorr». In one of her videos, the actor literally step by step shows the sequence of cooking soup with cubes. In another video, focused on «opportunity-seekers», a tired woman rushes about a large pot and eventually sits down at the table when her children are asleep without waiting for soup. It shows that this problem can be avoided if you use a cube.

8. Myslevirus

Is the information, which exists in the minds of people like the virus - stored in their memory, performing different function and autonomously spread between people through the efforts of the same people

It's a relatively new technique that owes its popularity to the Internet. Myslevirus randomly distributed from person to person due to its mystery and enigma. Everyone wants to solve the story, encrypted in advertising.

The famous photo project «Follow me», created by Murad Osmann – a vivid example of myslevirus, which was beaten in many advertising campaigns, including advertising Google applications.

The resolution is that NLP is a technology which is used to influence people, but only professionals can use neuro linguistic programming as is, while in a common use its motivation strategies, self-persuading and other techniques are generally aimed to make your life better.

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Managing coflicts of interest in the public service of the USA

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Annotation

There is no doubt that lack government legitimacy is the one of the most pressing issues in the modern world. The legitimacy means the level of citizens' trust in the State and its institutions. Conflict of interest underlines the problem of legitimacy and serves as the key point of its occurrence. It is indispensably to control and regulate conflicts of interest which appear in the U.S. public structures, inasmuch the government officials as representatives of the State must provide Good governance, thus their behavior influences the whole appearance of the USA.

Keywords: government legitimacy, conflict of interest, the Congress, USA Code of Official Conduct, Committee on Ethics, civil servant, Financial Discloser Statements

One issue that has caused lots of controversy over the years is legitimacy of the State. Public authorities as representatives of the State must maintain high status of the public administration, providing Good governance. High standards of official conduct contribute to confidence in public servants working in State institutions. One of the most complex problems connected to exercising of official duties, in the range of situations associated with the conflict of interest.

Nowadays this expression has wide application in management communities, however the meaning of the term is less clear to an average person. Coming across various circumstances in the course of everyday live, an individual makes an ethical choice between one duty and another. The conflict of interest becomes more complex in the public realm, because it starts to cover the interests of the government reputation besides the personal one.

The West's Encyclopedia of American law describes the conflict of interest as the situation when a functionary, exploits his power and government relationship for personal goals and benefits despite the obligation and absolute duty to act according to the public interest. The conflict appears between public duty and private interest.

COI is a problem which is included into a broader issue of ethics in the public sector, it involves a question of corrupt activity. A great part of American law related to public officials is devoted to the theme of conflicts.

To achieve more precise insight, it should be mentioned that the COI can be present in multiple forms. Thus, the real, potential and apparent conflicts of interests should be distinguished.

A real COI denotes a situation when civil servant is aware of private interests, that is sufficient to predetermine his behavior regarding the performance of official duties. Such interests can be defined as economic benefits or friendship. According to a potential COI, the term "forecast" is necessary to be applied. In a narrow range of situations, officials are able to predict that their particular interests may influence the exercising of responsibilities. The key point of potential conflicts is that executive has not broken the law yet, thus he can avoid it, however, the condition, contributed by this situation is potential conflict of interest. An apparent COI appears when well-informed individuals assume that the conflict between interests may exist, therefore, they possess the facts, which cause suspicion and concern.

Effective management demands attention to identifying the ability of private interests to interfere with officials' decision making, namely, their effective performance of functions. Good management is not applying only to detention of wrongdoing. The first step, allowing to move closer towards achieving the effective management, useful in dealing with the problem, is to identify the conflict of interest.

In order to regulate the conduct of servants, taking part in legislative assemblies and departments at the different levels of government, there are the rules of ethical principles, which are formulated in Special Codes.

In USA Code of Official Conduct forbids all forms of functionaries' participation in the decision-making process and even governance. It denotes that the credibility of the government can be affected by the conflict of interest. The Code depict the ethical standards and the relevant rules of officials' behavior.

According to the Constitution, the federal government in the USA is divided into three branches, named legislative, executive and judicial.

Legislative power is represented by Congress and includes two houses: The Senate, which consists of 100 senators, and the House of Representatives, comprising 435 members. The administration of the State is covered by them.

Public sector organizations must be serious about the risks of COI, inasmuch their responsibilities could be undermined by its appearance. Wishing to preserve the honesty and transparency of the public entity, civil servants should be guided by the Ethical codes.

Considering the legislative power, there are Committees on ethics in every division of Congress. The U.S. Senate and House of representatives have The Codes of official Conduct, which are publicly available and presented on the official websites. A common person has access to information provided by the official site of every committee.

Both of committees look quite similar. The Committee on Ethics is a unique standing body, which carries out advisory and enforcement responsibilities, serving the people of the United States. Its direct activity involves responses to questions from officials and counselling them about the matters of laws, rules and standards that govern their official conduct. Informal consultations can be provided via phone or email by the committee stuff and the committee gives formal responses to a written request.

Ethics rules are related to gift-giving, authorities' traveling, campaign activity, financial thresholds and limits, conflicts of interest.

On the ethical principles, members may not use their congressional position for personal financial benefit. Officials must report on their financial implications, sending the annual Financial Discloser Statements that report all transactions exceed 1000 dollars with descriptions of the asset. They could not accept any gift except those permitted by the rules.

All these points allow to prevent a real conflict of interest, purposing to identify the potential conflict of interest and prevent actual COI and avoid an apparent one.

According to my point of view, several approaches would be useful in dealing with the conflict of interest. It is necessary for public bodies to sustain relevant political standards for the promotion of integrity, equally important to follow strictly these templates through continuous support of standards and actual practice. Creating the conditions and establishing effective processes and methods, providing an opportunity to reveal the risks and resolve the COI in the daily work of officials. Besides, the public sector must have sustainable and oversight mechanisms of accountability, thereby achieving enduring results.

Good governance in the public area requires that the personal interest must not be influenced by direct and indirect impact on compliance with the service authority and is not considered as affected by the implementation of the official duties. Government demands for ethical conduct for the part of the authorities.

The conflict of interest is a real problem, which influences the governance of the public sector. Unacceptable behavior of servants has a devastating impact on the trust of citizens in the State and its institutions. Moreover, it is critical to determine the COI until it becomes damaged. USA should effectively resolve real conflicts, manage with apparent one and prevent the potential conflicts of interests. Some tools and experience of other States may be useful.

Accepting the state legitimacy by the citizens is the best way to effective management.

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The Forbes List Representatives: Who Are They?

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Annotation
Everyone knows that we live in the time when money is the one of the most important resources we have.There are so many different ratings which represent the wealth of the richest men on the globe, but the most reliable and famous is the rating of magazine "The Forbes".

Keywords: wealth, billionaire, "The Forbes", "Zara", "Facebook", "Microsoft", conglomerate, way to success.

Everyone knows that we live in the time when money is the one of the most important resources we have. "*TheForbes*" is the website which introduces the richest people in the entire world to its viewers. Here is the top-5 of the richest men on the globe: #5, the richest man in Spain, the founder of the brand "Zara", Amancio Ortega. Next comes "The oracle of Omaha", one of the most successful investors of all time, Warren Buffett. Next, the wealthiest businessman in Europe, the owner of "Louis Vuitton" company, Bernard Arnault. The next person on the list is one of the most well-known men in the world, the founder of "Microsoft", Bill Gates. And, the last but not the least, the richest individual in the world at this time, the founder of the Amazon.com, Jeff Bezos, who is going to get divorce, which would halve his wealth. Let us consider who are the most interesting people among these "moneybags".

Who do you imagine when hearing the word "billionaire"? In all probability, your fantasy will give you a picture of an old, fair-skin, balding or bald man with a beautiful young wife. Nowadays nearly a half of the richest people correspond to this image. What about the other half?

They are exactly those people who would be the subject of my presentation.

Firstly, let us bust a myth that all billionaires are old-timers. Look at world-famous founder of the social network “Facebook” – Mark Zuckerberg. The most well-known Harvard dropout is 34 now, but he earned his first billion in the age of 22. Impressive, isn’t it? Nevertheless, it was not as easy as you can think. He had been working really hard for years to create a perfect social network. Mark always says that his formula for success is to engage in the business which brings you delight. Zuckerberg is now #7 in the Forbes list with the net worth 62.5B$.

100 years ago people would laugh at you if you told them that a woman can become a billionaire. Today this is an absolutely natural fact. Nowadays there are nearly 250 billionairesses, and two of them are Russian. Let us talk about the Russian newcomer who got her first billion just a couple of months ago. Her name is Tatyana Bakalchuk and she’s the #2169 in Forbes list. She is the founder and CEO of Wildberries, an e-commerce site that sells 15,000 brands and attracts 2 million daily visitors in Russia, Belarus, Kazakhstan, Armenia and Kyrgyzstan.

Bakalchuk, then 28, founded Wildberries in 2004 from her Moscow apartment while on maternity leave. At home, caring for a one-month old, she began thinking a lot about how difficult it was for her – and other young mothers – to shop for clothes for themselves with a newborn baby to look after. Bakalchuk decided to solve her problem by creating Wildberries. Her husband, Vladislav, left his job as an IT technician that year to join her. She started with reselling clothing which she had bought in German e-commerce site Otto. The relationship with Otto lasted four years before she pulled out and began working with brands directly.

Nowadays Wildberries is third in an e-commerce market behind Yandex Market and Alibaba, and soon it will be a serious competition which will determine the one and only dominant online retailer in Russian sector.

Historically, dark-skin people have been considered to be an inferior race for centuries. However, black race also has some representatives in the Forbes list. The richest of them, a 61-year-old Nigerian AlikoDangote, is the #136 in the world with estimated net worth of 10,6B$. He is the founder and the owner of a multinational industrial conglomerate, one of the largest in Africa.

How did he achieve success? Well, maybe the entrepreneurship sense was in his blood due to the fact that his great-grandfather, Alhassan Dantata, had been one of the wealthiest men in Africa of his time.

Aliko, without any doubt, knew who he was going to be. When he was a schoolboy, he started to sell candies to his schoolmates just to make money. He said that he was interested in business even at that time.

What do I want to say in conclusion? Each of the above-mentioned people has her or his own difficult way to success. There is no secret as to how to become rich, and you should study and work hard to have a chance to rank among these glorious names.

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Russia and NATO: Partners or competitors

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Annotation
Nowadays it is impossible to imagine a completely closed, isolated state. We live in a world where everything is interrelated and the norms of international law prevail over the sovereignty of any state. This article is devoted to the history of NATO – Russian relations. The author analyses the main features and events in bilateral relations tracing the evolution of mutual perception and attitude, and trying to find an answer to the question if Russia and NATO are partners or competitors.
Keywords: NATO, Russia, Global Politics, Geopolitics, Transatlantic Relations.

The North Atlantic Treaty Organisation (NATO) has already had a fairly rich history and deserved the reputation of a powerful international coalition. This alliance was founded on April 4, 1949 when the countries devastated and exhausted by the Second World War needed security and support. Originally twelve countries – the USA, Canada, Iceland, the UK, France, Belgium, Luxembourg, the Netherlands, Norway, Denmark, Italy and Portugal, united their efforts and created the common goal. They wanted to protect Europe from both Soviet expansion and the possible revival of Nazism and at the same time to encourage political integration of Western democracies. To put it in other words, NATO declared its main mission to be the protection of its members from all forms of aggression. One of the key principles of the organization which is still relevant today is that «an attack on one of the members of the organization is seen as an attack on the union as a whole»[1].

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[1] North Atlantic Treaty Organization (NATO): structure and objectives, 2012 // https://ria.ru/20121016/772528942.html (03.03.2018)

NATO with the United State as its leader was established in the period of the bipolar confrontation known as the Cold War. In 1954 the USSR applied for membership in NATO, but the request was denied. And it is not surprising given the fact that NATO was originally created precisely as a counterweight to the Soviet Union due to strategic, geopolitical and ideological differences. Considering the rejection of the membership request as a threat to its security, the USSR created its own alliance in Eastern Europe in 1955.

After the collapse of the Soviet Union the relations began to evolve from rivalry to collaboration thanks to the special problem Partnership for Peace announced in 1994. The new priorities of NATO were to guarantee stability in the Euro-Atlantic area, to mediate and prevent conflicts, to take active part in crisis management and trouble-shooting and, finally, to promote the international partnership, cooperation and dialogue.

It should be noted that although primarily NATO is committed to a peaceful resolution of disputes, it can use military power if diplomatic efforts prove ineffective or fail. Needless to say, that such a policy has already been repeatedly criticized as sometimes NATO interference is considered inappropriate and groundless. NATO used military force as an anti-crisis regulation tool in 1995 to deal with the long-lasting conflict in Yugoslavia. Russian troops also participated in the peacekeeping operations. These events became the turning point in the relations between NATO and Russia. Russia's participation became a clear manifestation of the fact that NATO and Russia could effectively cooperate. Joint efforts in the Stabilization Forces (SFOR) and Partnership for Peace program helped both sides overcome misconceptions about each other. And in 1997 the parties signed the "Founding Act on Mutual Relations, Cooperation and Security".

But as for the conflict in Yugoslavia, it was not resolved by the UN or NATO actions. It deteriorated and resulted in the dissolution of the state. In 1999 NATO conducted a number of military operations aimed at resolving ethnic and religious conflicts in the region. The Alliance made a decision to bomb Yugoslavia without the approval by the UN Security Council. Some observers including Russian officials blamed NATO for the violation of the UN Charter by committing a coercive operation on the territory of a sovereign state against the will of the legally elected government of the country and without the mandate of the UN Security Council.

Humanitarian reason for the interference is doubtful and debatable. All in all, NATO created a dangerous precedent by openly ignoring the protests from such UN members as Russia or China.

The new period in NATO - Russian relations started when Lord Robertson became the NATO Secretary General in 1999. He personally contributed to the process encouraging partnership and cooperation. Additional impetus to rapprochement was the 9/11 terroristic attack. In 2002 the agreement was signed and the Russia – NATO Council was created. Following these events, representatives of both sides repeatedly met in 2006, 2008 and 2009 to discuss joint efforts on fighting against terrorism and other global issues, putting forward new plans and ideas. There are also joint programs aimed at providing humanitarian assistance, reconstruction and peacekeeping in the devastated areas of other states.

However historical memory of the Cold War times and the competitive nature of the relations still prevent two parties from building open and trustful partnership. The speech of the current US president Donald Trump in Brussels on May 25, 2017 was bitterly criticized as anti-NATO and pro-Russian. As Jorge Benitez, NATO expert from the Atlantic Council, puts it: «Trump's behavior at this NATO meeting in Brussels was definitely a victory for Putin… by his actions he only increased the doubts, fears and concerns of the Allies»[1].

It should be also noted that another obstacle in NATO-Russian relations is a different approach to NATO's strategy of eastward expansion. The conflict in Ukraine gave NATO members the reason to accuse Russia of so-called "disproportionate interference". Dmitry Rogozin, a representative of the Russian Federation for the North Atlantic Treaty Organization from 2008 to 2011, wrote about this: «Today I asked NATO to explain to me what the proportional use of force is in such situations. <...> Let the civilized world tell us what the proportional use of force is for the salvation of nations. Unfortunately, there was no clear answer to this question in the instructions of my interlocutors. They began to sort through the papers, but there is no answer to the question, what is the proportional use of force. Of course, this is not what NATO is doing in Afghanistan»[2]. The representatives of the North Atlantic Alliance seem to be embarrassed in their accusations, although they are not always responsible for their own actions. According to Russian Foreign Minister Sergei Lavrov "the pretexts used to justify such actions are far-fetched".

To sum up, despite all mentioned issues, difficulties and misunderstanding, the positive tendency is quite obvious. In such a globalized

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1 Post by former American Diplomat Nicholas Burns about Trump's performance // https://twitter.com/RNicholasBurns/status/867758444262064129 (09.01.2018).

2 *Rogozin D.O.* NATO and Russia: Our response to the threats of the West, 2015.

world we are living today both parties have common goals, aspirations and problems that could only be solved through compromise and joint efforts.

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Generation Z: Kindness and Toxicity

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Annotation
In our contemporary world the meaning of terms toxicity and kindness have become more significant than they used to be. How do these terms correlate to Generation Z and development of modern technologies? How does the Internet influence our psychological health and daily life? The author will attempt to answer all of these questions in the article.
Keywords: Generation Z, toxicity, kindness, psychological consequences, Internet, communication.

The research covers one of the most important topics of our time. It's about the modern generation and the roles of kindness and toxicity in our daily life. Most of bachelor students are born in gap between 1996 up to 2003. Psychologists call people, who came in the world at this time, Generation Z. In future bachelor students are likely to work with people of the same age, therefore, this article will be useful for them.

There are four main distinctive characteristics of generation Z. The first one is Do-It-Yourself lifestyle and high motivation to work. People of this generation are glad to set goals and achieve them by themselves on condition that their objectives really matter for them. Furthermore, Fake Multitasking: people of generation Z tend to pretend doing many things at the same moment. In fact, it is often hard for them to concentrate on one certain task for a long time. Because of this, the Third point is obvious. Well, people of this generation are usually afraid of boredom and suffer from it a lot, constantly searching for something that can entertain them. And finally, the most important point, which originates from the previous two, is the use of technologies. They are fluent users of different gadgets and can't imagine themselves without them.

The average time Russian Teens spend using their phones is 3 hours a day. Well, people are used to this amount of time. However, it is still as much as having two extra classes a day. That takes 3 hours, too.

And it doesn't sound that usual now. Moreover, it's worth describing 4 widespread psychological toxic consequences of using the most popular function of gadgets: Social media. The first one is Highlight Reel. Most content of social media is highlights of people's lives. It sometimes makes us underestimate people's everyday lives and describe them as uninteresting and boring. Secondly, it is a syndrome called Fear of Missing Out or FoMO. FoMO is when a person constantly watches others' content on purpose not to skip any information about something. It is mostly useless information or information from people he or she doesn't even like. Sometimes it is really hard to struggle with this syndrom. The third point is Social Currency. That means that people of Generation Z consciously or subconsciously estimate each other and themselves counting likes, views or reposts. And the last and the obvious one is Online Harassment. It will be fully illustrated later, while defining the Term Toxicity. Psychologically all of these points led us to ongoing stress, rising anxiety and even depression.

The term toxicity means the quality of being poisonous. Nowadays it is possible to use it to describe human relationships and ways of communicating. It may be defined as offensive, insulting behavior. Moreover, it is shown in acts of abuse or making fun of somebody. It is quite common nowadays that even best friends communicate with each other rudely. Even if people love each other subconsciously they remember all things that others have said and this is where the Kindness comes to save Generation Z. These days kindness is the opposite of toxicity. To my mind, the best definition of kindness was given by a famous American writer Mark Twain. He said: "Kindness is the language which the deaf can hear and the blind can see".

Developing kindness is one of the main ways to treat toxicity. All people can feel it and it is very important to start with yourself, to show others that you can be kinder and less rude than people used to be. It's worth changing your opinion of toxicity, using preventive and coping strategies. We should avoid toxic people and try to change their opinion of the model of toxic communication. They should be recommended to ask themselves: "Why do I behave this way?", "What makes me do it?", "Do I like and enjoy being like this?". And if they are honest with themselves, they will change for the better.

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Topics, interest and some other factors in the process of communication

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Annotation

Communication plays a great role in human society. It allows people to construct complicated social institutes as well as to solve daily problems.

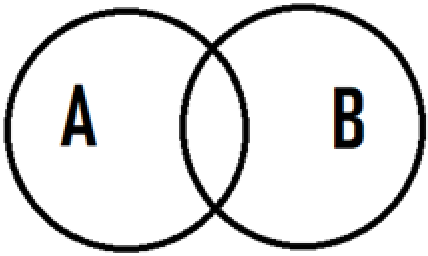
However, many people experience are confronted with difficulties in the process of communication. Misunderstanding and lack of comprehension result in long-term conflicts and many other problems. These can occur both in formal and informal organizations; therefore, finding ways and means of minimizing this negative phenomenon becomes an important objective.

Obviously, the study of human communication not only increases labour productivity but also improves the quality of life.

Keywords: Communication, productivity, relations, society problems.

In everyday life people communicate regularly. Yet each of us finds communication with some people interesting and with others dull and boring. Why does this effect exist? Researching the essence of communication may unveil the answer.

Whether it is a heart-to-heart talk with a close friend, an occasional dialogue with a stranger or a business conversation, the process of communication presupposes discussing a certain topic. Presumably, every person has a “pool” of topics he or she wants to discuss. This “pool” can be shown graphically as a circle containing these topics. Then the intersection of two speaker’s circles contains topics that can possibly bring an interesting conversation.



These topics can be described as a subject of a talk, its theme, a disputable event or problem. Movies, global warming, human relations, a new project at work - all these subjects can become a topic of conversation. However, topics differ from each other, nonetheless there is always a way of classifying them.

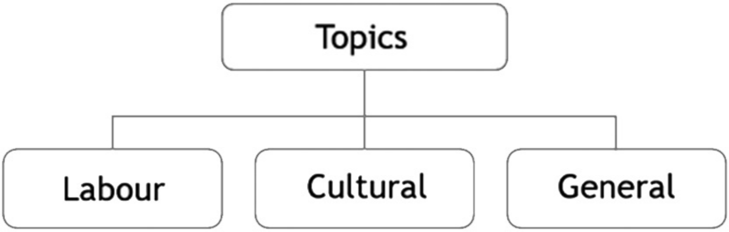
According to the activity origin, topics can be divided into several types. Some topics are identified as «labour themes». They are related to the shared working or learning activities. A recent maths test or a colleagues' conflict can be discussed by people who share work or study together.

The second type of topics concerns discussions on cultural elements such as movies, books etc.. Such topics tend to rise the interlocutor's interest if he is familiar with a book, a movie or a song. It is possible to assume that all cultural topics a person has constitute his «cultural sphere».

Other topics may be identified as «general». These topics are global or national events, daily routine or everyday problems. The main feature of these topics is absence of requirement of common activity. Unlike previous topics we can discuss these ones with almost everyone. The majority of all people have an opinion on this or that matter, and it does not matter whether it is an imposed opinion or one's own opinion. While "labour" topics arise from common labour activity and cultural topics appearing on the basis of similarly spent free time and leisure activities, general topics are connected with global events or problems familiar to the majority of people. Therefore, another important assumption is concept of activity topic genesis.

Nevertheless, the process of communication is influenced not only by topics, but by several other factors.

Firstly, there exists the factor of memory. Sometimes shared 'life's burden" and sufferings bring people together stronger than family ties. Close friends can discuss any topic because they are interested in each



other's life. At the same time, negative memories like betrayal or quarrels can form a gap between people.

Furthermore, people have different temper, and this fact disrupts communication in some cases. For example, a phlegmatic person may find communication with a choleric quite annoying.

What makes communication with certain people interesting?

The answer requires a closer study of interest. As a constantly changing entity, it rises from shared common activities, difficulties or entertainment. Newly emerging topics raise interest, and later, when they deplete, it falls. Thus, there exists a certain circle of topics enveloped by other factors pertaining to communication issues.

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Systems of making managerial decisions

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Annotation
How often do you make decisions? I would assure you that you make them much more frequently than you think. Decision-making is the main brain function as it reflects what we do. This is why decision-making is a huge part of our life. Management is not an exception: managers make a lot of decisions per day, and each decision may ruin some business-processes or even make a company go bankrupt.

Key words: management, decision-making, managerial tasks, decision support system (DSS), models of decision-making.

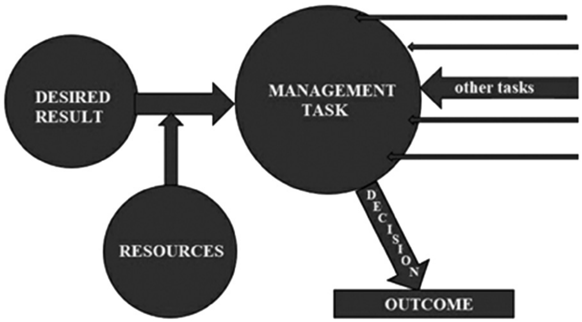
For a start we will define management tasks. Management task is an accurately formulated objective that appears under the influence of current issues or problems. Managerial process consists of pointing such tasks and solving them. Therefore we should know how to set tasks correctly and how to make an appropriate managerial decision. There are several characteristics of management tasks:

1. Defined criteria
2. Connection with other organization's tasks
3. Solvability
4. Resource dependency

We can illustrate the model of management task in the following way

Now we can move on to the decision-making process. Decision-making is a cognitive process of pointing possible alternative solutions and choosing the best one of them on the basis of current organizational requirements and limits. Let's look at decision-making process model:

Firstly, we identify the purpose of the decision. It means that we should create an image of a desired result with rigidly set criteria. Sec-

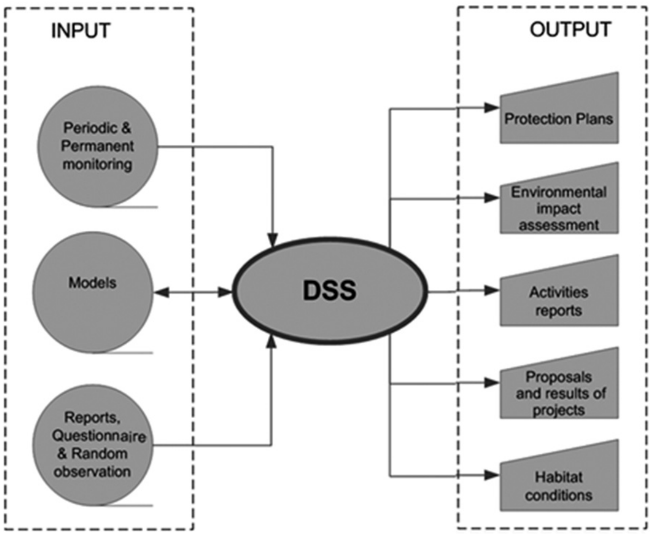


Picture 1. Management task model

ondly, we gather data about our task. We can use the Internet, employee surveys, research, analysis of indicators etc. Thirdly, we have to set criteria for choosing the best alternative. These criteria may contain different resource limitations. Fourthly, we need to analyze the different choices. We can use brainstorming technique to do it. Fifthly, we should evaluate alternatives according to our criteria. Sixthly, we choose the best alternative. Then we implement it and measure an outcome [1].

There are two basic models of decision-making: classical and administrative. The classical model describes decision-making for very typical managerial tasks such as legal procedures, price change, hiring blue-collar workers and so on. These tasks include elaborated rules and procedures, which we can use for completing simple frequent tasks. The administrative model is used in decision-making for complex rare managerial tasks. We can't usually find the best solution in these cases so we're trying to find the optimal one. Our world is changing very fast so we rapidly move from the classical model to the administrative, because now we face more and more complex tasks so we should use agile approach to keep competitive edge. However, we shouldn't forget about the classical model as it sets the ground of every organization's activity.

Decision-making systems always contain decision support systems. A decision support system (DSS) is an information system that supports business or organizational decision-making activities. Decision support systems use quantified methods to provide complex solutions which are based on a great number of different factors [1].



Picture 3. Decision support system

To sum up, I would add that decision-making is a really difficult process; we have to be very careful when we do this. Despite the existence of decision support systems we should remember that many managerial tasks require individual approach. So we need to develop our ability to distinguish between different tasks, factors, approaches and so on. We have to be creative and to take every useful detail into account.

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21st century generation – how unique we are

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Annotation

Discussions of the clash between generations are seldom out of the news at the moment.

The boomers (born from the mid-1940s to mid-1960s) are wealthier, less conservative, and worried about their future wealth more than others. The generation in between, generation X, occasionally get a look-in. But the youngest generation, generation Z, are almost entirely ignored.

That's partly because they're still young: generation Z was born from the mid-1990s to the late 2000s, so the majority of this generation is still under the age of 18. But that's a great mistake to not value them, as we'll see in this article: generation Z is distinctive, different and not to be ignored.

Keywords: 21st century, generation Z, digital generation, mass cooperation, baby boomers.

There are many negative prejudices and myths about baby boomers. I would like to dispel the most common ones in my presentation.

Generation Z has not yet had time to really be born, as it has already gained a bad reputation. They were accused of "digital dementia," that is, the inability to hold large amounts of information in memory and to focus on a complex problem.

And indeed, they do not remember the phones of friends and acquaintances, they float in historical dates. They prefer to download ready text from the Internet than to create a "unique" abstract by themselves.

Does this mean that the habit of relying on electronic helpers makes our children stupid?

As the tests show, the IQ level of the digital generation is the highest among representatives of different generations.

The creators of the theory of generations argue: generations are formed due to the fact that people are influenced by the same historical events and social phenomena. As a result, the group is formed a certain model of behavior and value system. A number of scientists assign to the generation Z the mission of revolutionaries who will turn the world. Among them is the famous Canadian researcher Don Tapscott. He believes that the special status of children of the 21st century is associated with the emergence of a new way of communication – the Internet. Representatives of older generations also know how to poke a finger on the touch screen, but we are the first fully digital generation.

For older generations, the blue screen is still the most important source of information. But for the generation Z TV is already old-fashioned obsolete his toy, for them the king and god - the World Wide Web. It is important to understand that television culture and the Internet form a completely different type of personality. The "Television Generation" is a passive side – they perceive the information agenda that other people form for them. Representatives of the "Internet generation", on the contrary, are active participants in the search for information. A new type of thinking is cultivated and the foundations are laid of a new world economic model that is based on mass collaboration.

What kind of beast is this economy of mass cooperation? In fact, you yourself know this very well. Take, for example, one of the most successful modern projects, the social network Facebook, which made 32-year-old Mark Zuckerberg the youngest billionaire in the world. But who fills Facebook with content? Only the users themselves - and no one else! Another example is the Wikipedia e-encyclopedia project. This is the largest reference resource that humankind has ever created. But there are only 5 people working on Wikipedia! Almost all the articles were written by volunteers.

And how not to mention the AirBnb short-term rental service, which dealt a knockout blow to the hotel business? The service brings travelers and owners of houses and apartments who want to make money on the rental of their homes. Tourists at the same time pay for the night at times less than in hotels. This year, the company is going to serve 129 million travelers, earning 1.6 billion dollars.

The key moment for the economy: multi-million infusions can be obtained from donation platforms like Kickstarter. For example, thanks to this site, 2.5 million dollars were collected to develop Oculus Rift virtual reality glasses.

Such a way of economics leaves not the lot of the now influential class of state bureaucracy since it directly and without intermediary reduces the consumer and service provider. Perhaps the children of the digital age will be able to make the revolution that the utopian socialists have been talking about for so long, and build a world based on justice and reason. They will do it easily. If only they can get away from computer toys ...

The five main features of the representatives of the new generation

1.Among the representatives of generation Z due to the development of biotechnology, the average life expectancy will be 100 years.

2. In connection with this, the idea of the usual age limits will change. The adolescent period will last up to 30 years, since young people will have to learn much more knowledge. The boundaries of the mature, active age will cover the period from 30 to 80 years.

3. In the era of the «Zetas» television will be buried. In any case, in the current format. Children of the digital age will download programs, movies and music videos from the Internet, focusing on the «tips» of social networks and video channels like YouTube.

4. Contrary to the centuries-old practice of the transfer of experience from fathers to children, representatives of the generation Z, born with the plate

5. It is estimated that by the year 21, the average digital "aborigine" will spend 10,000 hours alone with his smartphone. At the same time he will hang 3,5 thousand hours in social networks, and will spend 5 thousand hours on computer games.

6. Forbes contributor Kimberly Fries argues that Generation Z's valuable characteristics are their acceptance of new ideas and a different conception of freedom from the previous generations.

Despite the technological proficiency they possess, Alexandra Levit of "The New York Times" argues that members of Generation Z actually prefer person-to-person contact as opposed to online interaction. As a result of the social media and technology they are accustomed to, she says Generation Z is well prepared for a global business environment. Alex Williams argues that Generation Z no longer wants just a job: they want a feeling of fulfillment and excitement in their job that helps move the world forward. Levit says that Generation Z is eager to be involved in their community and their futures, and that before college, Generation Z is already out in their world searching how to take advantage of relevant professional opportunities that will give them experience for the future.

Summing up, each generation is unique in it's own way. Baby boomers he generation of information and the pursuit of progress; a generation that develops faster than previous ones; a generation that is looking to the future and is ready to change it.

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The Era of Brands from Dawn till Dusk. What Are the Key Elements of Successful Branding Today?

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Annotation

Every year the speed of the emergence of new trends and trends in all spheres of life increases. Ideas that caused laughter or perplexity seemed impractice or impossible 5 years ago, but today are a reality. Branding is no exception. Brand is a product that has already established itself in the market as a high-quality, demanded, well-known. How can small businesses adapt to fashion trends and achieve success in branding? For this, you need to know certain nuances and follow certain stages, which I will mark in this article.

Keywords: successful branding, Nike company, F.L.O.W system, the most expensive brands, trends, key points, success story.

Every year the speed of the emergence of new trends and trends in all spheres of life increases. What is brand ? In general, a brand can be defined as a complex of visual, semantic and value characteristics, which give it additional social and commercial value.

For Example: Nike released the Air Jordan sneakers right before basketball season debut Michael Jordan in the NBA. This season began the promotion of basketball and, at the same time, Nike sneakers. Nike picked up the emerging trend and for a long time dominated the basketball shoe market. Today, Nike Jordan sneakers continue to enjoy immense popularity. Nike conducts collaborations with many well-known designers and companies.

So, how can small businesses adapt to fashion trends and achieve success in branding. Let's look at some key points that will help us create the perfect brand.

1. Be open!

In a world ruled by social networks, there are no more secrets. Customers want and even demand honesty from their favorite brands. They want to know what you are making products from, how you make them and how much production costs. Accept this trend and stop hiding behind tricky advertising campaigns, just show customers what they want to see.

Open pricing information!

For example, the clothing brand Everlane shows what makes up the price of all its products. The cost is formed from the cost of materials, labor and delivery, as well as taxes and duties. Everlane adds his margin and gets the final price of the item. Thanks to this reception, the value of the company has reached $ 250 million.

2. Be live!

Show the process of making goods through video and live broadcasts.

Disclosure of the production process is useful for two reasons:

- The buyer *will understand* that you produce your products from really high-quality materials / ingredients. This is especially important if in your advertising you focus on quality or naturalness.
- *You use storytelling* – a technique that works great in marketing

This helps to position the brand as open and socially responsible.

Do not make long videos. Divide the video into short videos and send on the social. Networks.

Live broadcasts are not suitable for large brands that cannot step without discussion with the board of directors. But for small companies, broadcasting is a huge opportunity. Be real, without a script and a huge budget for shooting.

3. Be flexible!

You have to be consistent enough for people to form certain criteria for identifying your brand. But at the same time, flexible enough to maintain their interest.

A great example is Old Spice. This is one of the best examples of successful marketing in all directions. Realizing that they need to do something to maintain their place in the market, they reformatted their brand for a new target audience. Having created a completely new format of commercials, a new site, a new packaging and a new name, Old Spice managed to attract the attention of a new, rising generation.

4. Be watchful!

Keep track of what competitors do and how your current and potential customers react to everything that happens. Try to get ahead of your competitors in the idea, turn on the fantasy and come up with something unique and relevant. If you are aware of what is happening with your competitors, you will not allow them to dictate terms. Yes, most likely, you sell similar products or services, like many other companies, but you are in business because your brand is unique.

This system can be briefly designated F.l.O.W (Be flexible; Be live; Be open; Be watchful) . I am sure that using these steps you will be able to create an effective, modern and popular brand. I hope this information will be useful for you.

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Feminisme aujourd'hui: l'egalite hommes-femmes dans le monde – des progres trop lents

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Annotation

L'égalité homme – femme est un objectif de la Déclaration universelle des droits de l'homme de l'Organisation des Nations unies. Elle prévoit une égalité en droit et dans des situations sociales, par exemple, le fait de recevoir un salaire égal pour un travail égal. L'égalité homme-femme est le principe selon lequel les hommes et les femmes devraient recevoir un traitement égal et ne devraient pas être victimes de discriminations. Mais est-ce que ces principes sont bien appliqués dans la vie économique, politique et sociale du XXIème siècle?

Mots clés: féminisme, égalité, inégalité homme – femme, sexisme, écarts de rémunération

Annotation

Gender equality is an objective of the United Nations Universal Declaration of Human Rights. It places emphasis on equality in law and in social situations, for example, receiving equal pay for equal work. Gender equality is the principle upon which men and women should receive equal treatment and should not be discriminated against. But are these principles well applied in the economic, political and social life of the twenty-first century?

Keywords: feminism, equality, gender inequality, sexism, pay gaps

L'objectif de mon exposé est de définir le rôle que joue le féminisme au XXIème siècle dans les transformations économiques, politiques et sociales de nos jours.

Les «women's march» (les marches des femmes) dans le monde entier comme la réaction aux propos menaçants sur le droit des femmes du président américain Donald Trump en janvier 2017, la Pologne qui était sur le point d'interdire l'IVG (interruption de grosses volontaire), ou encore la Russie qui a dépénalisé les violences conjugales début 2017 – tous ces faits prouvent **l'actualité de mon intervention**.

Pour réaliser ma recherche, j'ai fait recours aux **méthodes** suivantes:

- ♦ *la méthode descriptive* qui nous donne la possibilité de décrire le féminisme à travers les articles de la presse française;
- ♦ *la méthode analytique* qui donne la possibilité d'analyser les faits du féminisme et d'en tirer la conclusion.

Dans mon exposé, je mets l`accent sur **les points** suivants:

- ♦ L'histoire et la définition du féminisme;
- ♦ Du sexisme dans les publicités à la violence conjugale;
- ♦ Est-il possible de changer la situation d'inégalité homme – femme;
- ♦ Et si l'égalité homme-femme existait …;
- ♦ Le top 10 des meilleurs pays pour l'égalité homme – femme.

On accole beaucoup d'images, et parfois péjoratives derrière le terme «féministe». Certains n'imaginent souvent qu'un gang de femmes en colère, hurlant leur indignation à qui veut l'entendre. Et pourtant, le féminisme n'est autre qu'un mouvement politique, philosophique et idéologique qui cherche à promouvoir les droits des femmes, dans la vie réelle comme dans la vie publique, afin de gommer les inégalités entre les sexes.

C'est à partir du XIXème siècle que le féminisme engagé voit le jour en France, en Grande Bretagne, aux Etats-Unis. Les féministes, dont font partie de grands noms comme Simone de Beauvoir, l'écrivaine française, l'américaine Angela Davis, une militante des droits de la personne, ou encore Simone Veil, une femme d'État française, ont remporté de précieuses batailles: par exemple, le droit de vote. Et pourtant, ces batailles, aussi récemment remportées soient-elles, ne sont jamais définitivement acquises, les «women's march» en témoignent bien.

Inégalité au travail

En France, malgré la loi qui assure l'égalité salariale entre hommes et femmes, on constate un écart de 12,8% entre les salaires des hommes et des femmes, à travail et compétences égales. Ce qui place l'hexagone au 134e rang mondial sur 144 pays, en matière d'égalité salariale. D'après «l'observatoire des inégalités» les hommes perçoivent près de 23 % de salaire de plus que les femmes, ce qui est scandaleux. Les femmes cadres touchent 2,4 fois plus que les ouvrières, cela ne frappe personne. Les femmes ouvrières et employées non-qualifiées ont des conditions de travail et de vie qui sont à des années-lumière de celles des femmes cadres. Cette insensibilité aux inégalités sociales, dont les femmes sont pourtant les premières victimes, constitue une vision élitiste du problème. Le salaire net horaire moyen, en euros, est une mesure du niveau de rémunération. On ne prend pas en compte le nombre d'heures travaillées. Compte tenu du poids du temps partiel chez les femmes, les écarts de rémunération totale sont plus importants. En outre, les primes sont plus élevées chez les hommes. On ne peut pas espérer améliorer la situation des femmes dans le monde du travail sans remettre en cause les hiérarchies sociales [3].

Du sexisme dans les publicités à la violence conjugale

Aujourd'hui, dans les pubs, ça commence souvent par un slogan : «Téléchargez aussi vite que votre femme change d'avis» Ha ha!

Рисунок 1 [5]

C'est léger, c'est drôle, ça va ! Les petites filles, elles l'entendent; les petits garçons aussi. Les grands le croient. Les grands aussi répètent ça. Par exemple, ce slogan, ça forge l'idée que les femmes, elles ne savent pas vraiment prendre de décisions, si elles changent d'avis tout le temps. Et la personne qui ne sait pas prendre de décisions bien fermes, ça ne peut pas diriger une entreprise, ou une armée, ou un pays [5].

Encore un exemple bien parlant : «Babette, on la lie, on la fouette et parfois, elle passe à la casserole.»

C'est pareil, c'est léger, la crème fouettée. Ça associe les femmes à la cuisine, aux arts ménagers, à l'intérieur, à la maison et aux violences. Ça forge l'idée qu'une femme, on la punit si elle ne respecte pas les ordres ou on la fouette, parce que c'est Babette [4].

Рисунок 2 [4]

10% des femmes, en France, sont victimes de violences conjugales, violences de la part des hommes de leur entourage, des hommes qui, petits, ont vu, ont entendu ces publicités, ces discours. Et, comme conséquence, dans le monde d'aujourd'hui, la première cause de mortalité pour les femmes entre 18 et 44 ans, c'est la violence des hommes. Toujours aussi drôle, Babette?

Le féminisme post-colonial

Le féminisme, d'abord pensé d'un point de vue occidental a fini par se mondialiser: on voit aujourd'hui émerger un féminisme nouveau, dit « féminisme post-colonial». Les féministes musulmanes, les afro-féministes ou encore les chicanas aux Etats-Unis, sont issues de cette mouvance. En plus du droit à l'égalité entre les sexes, elles soulignent la nécessité de prendre en compte leur propre héritage historique, culturel et social. En Arabie Saoudite, par exemple, on lutte pour que les femmes aient le droit de conduire. Quand en Afrique, on se bat contre les mariages précoces ou l'obligation d'enfanter.

Les droits des femmes, quel que soit le visage qu'ils prennent, restent aujourd'hui plus que jamais, à défendre ou à conquérir. Car ne l'oublions pas, comme l'a justement dit Emma Watson, Ambassadrice de bonne volonté d'ONU Femmes : «Aucun pays dans le monde ne peut se prévaloir d'être parvenu à instaurer l'égalité entre les hommes et les femmes» [1].

Et si l'égalité homme-femme existait …

Et l'égalité, par exemple, c'est l'égalité de pouvoir développer ses talents, ses compétences, qu'on soit femme ou homme. Imaginez ce que ça voudrait dire pour l'humanité, 50 % de cerveaux en plus pour découvrir des planètes, pour créer des œuvres d'art, des chefs-d'œuvre. Imaginez combien de maladies guéries, combien de drames en moins, combien de petits bonheurs en plus pour tout le monde.

Le top 10 des meilleurs pays pour l'égalité homme – femme

Mais il existe aujourd'hui les pays où le principe d'égalité homme-femme est appliqué dans la vie professionnelle aussi bien que dans la vie de tous les jours [2]:

1 – Islande

L'Islande est le pays le plus exemplaire en matière de parité homme-femme. Le pays est classé premier en matière d'intégration politique des femmes: c'est l'un des pays ayant le plus grand nombre de femmes à son assemblée législative. En matière d'intégration économique, l'Islande est aussi parmi les meilleurs, avec un écart de salaire faible entre les hommes et les femmes (le pays a même adopté une loi obligeant les entreprises à prouver qu'elles rémunèrent également les hommes et les femmes à poste égal), et une assez bonne représentation des femmes aux postes de direction (près de 40% des postes de managers ou de direction sont occupés par des femmes).

2 – Norvège

La Norvège, comme les autres pays du podium est très proche de la parité en termes éducatifs, en termes d'intégration politique (41% de femmes au parlement, 38% de ministres femmes). Mais c'est surtout sur le plan économique que le pays se démarque, avec l'un des écarts de salaire les plus bas à poste égal et une forte proportion de femmes aux postes techniques et d'ingénierie souvent occupés par des hommes dans d'autres pays.

3 – Suède

La Suède, qui ferme le podium est aussi bien classée sur tous les indices. Ses points forts: 52% des ministres sont des femmes, 46% du parlement est féminin, 38% des postes de direction sont assurés par des femmes.

4 – Finlande

Comme les autres pays nordiques, la Finlande bénéficie de très bons classements sur les indices éducation (1er à égalité), intégration politique (42% de femmes au parlement, 38% de femmes ministres), ainsi que sur le plan économique avec de faibles écarts de salaires et près d'1/3 des postes de managers occupés par des femmes.

5 – Nicaragua

Ce petit pays d'Amérique Latine monte dans le classement des pays pour l'égalité hommes-femmes notamment grâce à l'indicateur politique. Au parlement comme au gouvernement, le Nicaragua est proche de la parité absolue (45% de députés femmes, 53% de ministres femmes). Bien qu'encore un peu en retard sur l'intégration économique et en termes d'éducation, le Nicaragua s'affirme comme l'un des pays les plus avancés de la planète sur l'égalité hommes-femmes.

6 – Rwanda

Le second pays non-européen de ce classement est un pays africain ! Mieux classé que la plupart des pays de l'OCDE, ce petit pays sort du lot notamment grâce à l'intégration politique des femmes, qui est très forte dans ce pays où 61% des députés et 47% des ministres sont des femmes . Bien qu'il persiste encore de fortes inégalités en termes d'éducation et en termes culturels, ainsi qu'en matière de santé, le pays est doté d'une législation contre les violences domestiques, ainsi que de lois autorisant l'IVG médicale. Sur ces questions, le Rwanda est donc plus avancé que beaucoup de pays à niveau de développement égal.

7 – Nouvelle-Zélande

La Nouvelle-Zélande quant à elle est bien classée sur la plupart des indicateurs. Ce qui la fait légèrement descendre du classement, c'est une réalité encore très inégalitaire dans le monde du travail: le pays n'est classé que 6-ème sur la question de l'égalité des salaires, les femmes gagnant en moyenne 28 000 dollars contre 47 000 pour les hommes.

8 – Philippines

Le cas des Philippines est un peu particulier. Au regard du niveau de développement du pays, l'intégration économique des femmes est relativement bonne: même si les femmes sont moins souvent en situation d'emploi que les hommes, on note que 51% des postes exécutifs et de managers sont occupés par des femmes (ce qui place le pays au 5ème rang mondial sur ce sous-indicateur). 58% des postes techniques ou d'ingénieurs sont occupés par des femmes. D'autre part, en matière politique, l'intégration des femmes est plus poussée que dans d'autres pays de la région puisque 30% des représentants politiques sont des femmes. Enfin, en matière d'éducation et d'accès à la santé, les Philippines sont également bien classées: par exemple, près d'une femme sur 2 fait des études supérieures (contre 30% des hommes).

9 – Irlande

Bien classée sur tous les indicateurs, l'Irlande bénéficie de sa situation économique favorable et de la présence de nombreuses grandes entreprises internationales pour assurer des scores élevés sur les indicateurs d'intégration économique.

10 – Namibie

Enfin, la Namibie, second pays africain du classement, montre des signes encourageants dans de nombreux domaines: 46% des députés sont des femmes, 56% des postes liés à des compétences techniques sont occupés par des femmes. Et comme le pays est assez égalitaire en termes d'accès à l'éducation et à la santé, il se classe à la 10ème place de ce top.

Et pour conclure, on va essayer de réfléchir à comment est-ce qu'on peut faire pour imaginer une autre société. Qu'est-ce qu'on peut faire ensemble ?

Déjà, la première chose, c'est réaliser que le sexisme, comme l'antisémitisme, comme le racisme, c'est une idéologie. Une idéologie de haine qui mène au meurtre. Ensuite, ce qu'on peut faire aussi, plus concrètement, dans sa vie de tous les jours, quand on est un homme, par exemple, c'est mettre en pratique cette égalité. Et quand on est une femme ? Quand on est une femme, on peut aller la chercher, cette augmentation qu'on mérite, on peut aller le briguer, ce mandat dont on a envie. Et puis ensemble, ce qu'on peut aussi faire, c'est peut-être essayer de ne pas dire: «Je suis pas féministe, mais bon, c'est vrai qu'il y a quand même des problèmes.» Si vous ne le faites pas pour vous, faites-le pour une femme discriminée. Cessez d'avoir peur et osez le féminisme.

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Clean energy – the present and prospects

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Annotation:
Clean energy can also be called renewable energy or green energy, and it specifically refers to energy produced from renewable resources, without creating environmental debt. The main forms of clean energy are those that come from water, wind, or the sun. Hopefully, using this type of energy, especially as a complete replacement for things like oil, can help reduce global warming and greenhouse gas emissions, creating a safer planet for all residents. In fact, clean energy also has its own problems, which are not fully realized, because it is not a complete replacement for the energy created by non-renewable resources. In my article I will describe these problems.
Keywords: clean energy, renewable energy, solar power, electricity, liquid fuels, solar plants, oil-derived liquid fuels.

Every year, the world uses 35 billion barrels of oil. This massive scale of fossil fuel dependence pollutes the Earth and it won't last forever. Scientists estimate that we've consumed about 40% of the world's oil. According to present estimates, at this rate, we'll run out of oil and gas in 50 years or so, and in about a century for coal.

On the flip side, we have abundant sun, water, and wind. These are renewable energy sources, meaning that we won't use them up over time. What if we could exchange our fossil fuel dependence for an existence based solely on renewables? We've pondered that question for decades, and yet, renewable energy still only provides about 13% of our needs. That's because reaching 100% requires renewable energy that's inexpensive and accessible. This represents a huge challenge, even if we ignore the politics involved and focus on the science and engineering. We can better understand the problem by understanding how we use energy.

Global energy use is a diverse and complex system, and the different elements require their own solutions. But for now, we'll focus on two of the most familiar in everyday life: electricity and liquid fuels. Electricity powers blast furnaces, elevators, computers, and all manner of things in homes, businesses, and manufacturing. Meanwhile, liquid fuels play a crucial role in almost all forms of transportation.

Let's consider the electrical portion first. The great news is that our technology is already advanced enough to capture all that energy from renewables, and there's an ample supply. The sun continuously radiates about 173 quadrillion watts of solar energy at the Earth, which is almost 10,000 times our present needs. It's been estimated that a surface that spans several hundred thousand kilometers would be needed to power humanity at our present usage levels. So why don't we build that? Because there are other hurdles in the way, like efficiency and energy transportation.

To maximize efficiency, solar plants must be located in areas with lots of sunshine year round, like deserts. But those are far away from densely populated regions where energy demand is high.

There are other forms of renewable energy we could draw from, such as hydroelectric, geothermal, and biomasses, but they also have limits based on availability and location. In principle, a connected electrical energy network with power lines crisscrossing the globe would enable us to transport power from where it's generated to where it's needed. But building a system on this scale faces an astronomical price tag. We could lower the cost by developing advanced technologies to capture energy more efficiently.

The infrastructure for transporting energy would also have to change drastically. Present-day power lines lose about 6-8% of the energy they carry because wire material dissipates energy through resistance. Longer power lines would mean more energy loss.

And what about the all-important, oil-derived liquid fuels? The scientific challenge there is to store renewable energy in an easily transportable form. Recently, we've gotten better at producing lithium ion batteries, which are light weight and have high-energy density. But even the best of these store about 2.5 megajoules per kilogram. That's about 20 times less than the energy in one kilogram of gasoline.

To be truly competitive, car batteries would have to store much more energy without adding cost. The challenges only increase for bigger vessels, like ships and planes. To power a cross-Atlantic flight for a jet, we'd need a battery weighing about 1,000 tons. This, too, demands a technological leap towards new materials, higher energy density, and better storage. One promising solution would be to find efficient ways to convert solar into chemical energy. This is already happening in labs, but the efficiency is still too low to allow it to reach the market. To find novel solutions, we'll need lots of creativity, innovation, and powerful incentives.

The transition towards all-renewable energies is a complex problem involving technology, economics, and politics. Priorities on how to tackle this challenge depend on the specific assumptions we have to make when trying to solve such a multifaceted problem. But there's ample reason to be optimistic that we'll get there. Top scientific minds around the world are working on these problems and making breakthroughs all the time. And many governments and businesses are investing in technologies that harness the energy all around us.

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Charity in Russia and in the world: analysis of trends

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Annotation

The word “charity” has a lot of different meanings. It can be associated with such notions as mercy, help, kindness, compassion. There is no doubt that charity is a phenomenon which is playing more and more significant role all over the world. However, the level of involvement and devotion to philanthropy is not equal in different countries. This article reveals interesting and relevant facts about charity, analyses the factors which are necessary for the successful development of the non-profit sector and explains why charity is not represented at a very high level in Russia.

Keywords: Charity, Philanthropy, Donations, Volunteering, Non-profit

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The non-profit sector which is sometimes called voluntary sector or the third sector is playing more and more significant role in the economy all over the world. Two traditional sectors — commercial and governmental, cannot successfully fulfill all the needs of modern society. For example, non-profit organizations have already shown their effectiveness in such spheres as education, medicine, relief aid, childcare and many others. Obviously, the third sector exists in almost every country, but each has its own characteristics. In this respect, it is important to understand what factors for the successful development of this sector are and why it is not represented at a very high level in Russia.

The traditional analysis of the phenomenon of charity, which is based on quantitative comparison of direct financial donations, is usually non-representative. There are many developing countries where people are ready to help each other but in other forms rather than financial donations. CAF (Charities Aid Foundation) is a non-profit organization which experts have been conducting annual global research for the previous eight years. They studied the level of charity in more than 140 different countries and built CAF rating of philanthropy according to their survey results.

This survey included 3 main questions: 1) Have you helped a stranger, or someone you didn't know who needed help? 2) Have you donated money to charity? 3) Have you volunteered your time for an organization? Relying on the survey the specialists from CAF made their own rating of philanthropy. There is no wonder that such developed countries as the USA, Canada, and Australia took the leading places but it is interesting to note that several Islamic states, countries of Africa and South-east Asia were also included in the top of the rating.

According to the conducted analysis of CAF annual reports from 2010 to 2018, there is a correlation between the level of involvement in charity and gender. It can be observed that men are more inclined to participate in charity than women: they are more likely to take part in volunteer activities, and they are more often willing to help strangers. As for direct financial donations, the situation is ambiguous. Until 2014 women were leading in this sphere, but later the proportion has changed in favour of men.

The CAF rating gives the opportunity to see that there is no strict interrelation between the GDP level and the extent to which the population is involved in philanthropy. This conclusion is correct if we consider charity in a broader sense. The only indicator that is influenced by the state's GDP is the direct financial donation. This situation is fairly easy to explain. The more money people have, the higher is the probability that they will donate them.

So, the question is why citizens in some countries have higher level of involvement in charity than in others. To answer this question, we should observe how such factors as GDP, legal base, and mentality affect people's behaviour.

The first region to study is the *states of the Islamic world*. According to CAF's survey these countries occupy the leading positions in the charity ranking. There is no denying that citizens in this area are very religious. The Quran, the main holy book for Muslims, demands to help those in need. And that's why we see especially large figures of direct assistance to strangers in the countries of this region. But at the same time the figures of financial donations are rather low.

Another region to observe is North America. *The United States* consistently ranks as one of the most generous countries according to how charitable they are. To start with, the level of development of the third sector in the USA is very high. Non-profit organizations are playing a significant role in the country's economy. Moreover, the government is stimulating it in every possible way. Such a high level of development of the non-profit sector gives an opportunity to focus not on "symptoms", but on the elimination of deep-rooted problems.

There is a large tax freedom. Although the United States does not have a special law on philanthropy at the federal level, the rules to regulate charitable activities are mentioned in various legal acts, most of them are related to the tax legislation defining certain benefits for people and corporate entities involved in charity. Thus, the government encourages philanthropy in the USA by placing the legal standards mainly in the Internal Revenue Code. There are also voluntary self-regulation acts of non-profit organizations. Such acts make a significant contribution defining the foundations of the legal status and activities of charitable organizations in the United States.

Australia also has a high level of charitable involvement. In order to increase state regulation of the third sector a special state body was created. The Australian Charities and Not-for-profits Commission (ACNC) is an Australian statutory body and the national regulator of the voluntary sector, including charities and other NPOs. It was announced in the 2011 Australian federal budget and has operated since December, 3 2012. The Commission is designed to make it easier for charities by driving regulatory and reporting simplification.

As for the *Russian Federation*, the development of charity leaves much to be desired. Year by year Russia occupies the last places in the CAF rating and the situation is not improving. But what are the main problems which prevent Russia from being on the leading positions?

Firstly, legal regulation of charity is not flexible enough and doesn't inspire people to be engaged in philanthropy as American system does. Also, legal base has inconsistencies. Charity in Russia is regulated mainly by two statutory enactments: Federal law of 11.08.1995 N 135-FL "On charitable activities and volunteering" and the Civil Code of the Russian Federation. But these documents provide different definitions of the very term "charity".

Speaking about social purposes, it is appropriate to observe them according to three main criteria of charity used by CAF. There is a low level of social capital in modern Russia and it has a direct effect on the readiness to help a stranger. Although in the Soviet period this figure was at a very high level and everyone was ready to help others, nowadays the situation has changed dramatically. Those, who survived the period of "Perestroika" and experienced the horrors of early capitalism, simply lost their belief in human kindness. This is especially true for those who were born during the last years of the Soviet Union existence and grew up in these new conditions.

As for the low rate of financial donations, it can be explained by several reasons:

- Low level of perceived welfare. People don't feel that they have enough money for themselves and usually only those who have surplus are ready to share. Here I am speaking not about absolute numbers of disposable income, but about some kind of life satisfaction level.
- Structural crisis of the Russian economy is the cause of low disposable income.
- A small group of people who have capital and who are donating big sums of money do it only to increase their public rating and not to achieve some social aims.
- There were some cases when organizations collecting money for charity suddenly disappeared with all the funds collected. These situations undermined public confidence and trust in charitable foundations.

As for the volunteering in general, it is possible to identify the following problems:

- Weak motivation for people. For example, the government could play an important role by giving citizens additional benefits for participating in volunteer activities. Also, there is a very weak advertisement for most volunteer programs.
- The majority of population is confident that only the state should provide social support. Such people believe that they should not spend their time and effort to help those in need as it is the government that is responsible for it.
- Those who lived during the Soviet period are often willing to take part in volunteer activities, because they got used to voluntary collective work. The main problem for them is the lack of institutional organization. Today, a person who wants to participate in volunteering is forced to look for where and when it will take place.

At the same time a number of positive trends are gradually emerging now, which in the future may contribute to the development of philanthropy in Russia. There has been a growth of the share of fundraising organizations and crowdfunding platforms. Public interest in charity is growing (Media content analysis in 2018 showed an increase in publications about charitable foundations by more than 20%, and references to funds - by 30%). Aforementioned statistics do not cover the younger generation. Its representatives often work and interact in a virtual environment, so their activity is difficult to track and estimate.

These people were born after the collapse of the Soviet Union and did not face all the hardships of the 1990s. Their faith in humanity has not been destroyed, and perhaps it is they who are destined to change the world for the better.

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Intelligence? Genius? Or just a bit of luck – what is vital for success today?

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Annotation

Nowadays a lot of people want to become successful. There are numerous studies, books, trainings related to the problem. What unites all of them is that everyone tries to define the things leading to success. The current article presents the results of a survey related to the issue under consideration. According to the survey, there exists a whole bunch of vital traits; however, certain essential characteristics, such as perseverance, astuteness, creativity, courage, and communicability are absolutely indispensable. Alongside with the latter, there are specific "secret ingredients," which is not luck, as many might think, but a passion and faith. After all, everything is possible, and there are no limits to a person's will and achievement.

Keywords: success, important traits, perseverance, astuteness, courage, creativity, communicability, passion, faith, luck, Conrad Hilton, Colonel Sanders, Steve Jobs, James Dyson.

What is success? Why are contemporary people so fascinated by attaining it?

Throughout history, people strove to be prosperous and recognized making contributions and attempting to change this world. Today the idea of success has become widely spread due to the fact that most people possess freedom which they take for granted. In the modern society, there are no boundaries for fulfilment; while possessing the right of making a decision, individuals have a chance to achieve all they aspire to, bringing fantasies into reality.

Yet, the term "success" is perceived differently by different persons. A lot of interpretations associate the word with becoming wealthy, but it is not correct. Being successful means primarily tuning to obtaining the outlined goals; these intentions are sometimes connected with earning money, but not so often. In other words, the concept of success depends on a person and his or her life values. For instance, for some people, it can be equated with having a family while others may desperately want to manage a prosperous firm.

Nevertheless, a journey to success may be very daunting and exhausting for all the individuals who either attain the ultimate goal - or end up with nothing. The major question here is why it happens.

There is a widely spread notion that a person should possess distinct characteristics leading to prosperous future. A survey proving this opinion has been conducted. Randomly chosen people have been encouraged to name the essential features for success. Among commonly mentioned characteristics are determination, patience, persistence, intelligence, responsibility, courage, stress resistance, absent-mindedness, time-management skills; the results are presented in accordance with the frequency of occurrence.

As statistics shows, a number of basic features are required. They are perseverance, astuteness, creativity, courage, communicability – those five have been chosen since a few traits can be defined in a similar way.

Number one is perseverance. Conrad Hilton, the founder of the Hilton Hotels chain, once said: "Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit."

The quotation concisely defines it; thus, to be persistent means be hardworking, devote a lot of time to pursuing the aim, and not to stop at anything. There is a low likelihood of becoming successful straight away, the path is long, and they should endure dozens of trials on their way.

Tenacious people keep moving no matter what happens, among them – Steven Spielberg, a famous filmmaker whose story inspires society. It took him 14 years to finally make a name. He spent a lot of time at Universal studios pretending to be working there and ultimately made the executives watch one of his movies. They asked him to reshoot it a few times, and he did not give up and did what he was told. The executives were impressed by Steven's relentless determination and agreed to look at it. The 26-minute movie was called Amblin and won a prize at the Atlanta film festival. More importantly, though, Universal studios signed him on a 7-year contract to direct TV and movies.

The next trait is astuteness. According to Cambridge dictionary, «an astute person is able to understand a situation quickly and see how to take advantage of it.» It can be a synonym of intelligent. On the way to success, people encounter obstacles, and those who can make the most of any situation, are more likely to win the game.

Colonel Sanders, the founder of KFC, without any doubt, has it in him. The man worked for a long time to create “the secret recipe.” However, in the beginning, things did not work out even though food critics praised the recipe. Nevertheless, Colonel did not give up and started looking for a detour, i.e. for the restaurants willing to buy a franchise, which was a brilliant decision. After a lot of rejections, he finally found the first partner, which was the first step to fame and wealth.

The third feature is creativity. In many cases, one has to attract diverse people coming up with brand-new ideas never discussed before, or at least developing someone else’s schemes scrutinizing them from a different perspective. Similarly, creativity helps to solve a lot of problems.

The brightest example here is Steve Jobs, a co-founder of Apple Incorporated. He managed to produce revolutionary products which were the cause of changing direction in the world of technology. Jobs was the greatest inventor of our age. He did not follow the rules, he created them. Steve kept in mind so many ideas, not all of them are brought to life yet. “Innovation distinguishes between a leader and a follower,” he stated.

And now, *courage*. There are times when too much is at stake, and it is impossible to anticipate what the future holds, the outcome. It is essential not to be afraid of taking risks because without ventures there is no game.

James Dyson is a British inventor, founder, and the chief executive of Dyson Ltd, the inventor of the Dual Cyclone bagless vacuum cleaner. He was obsessed with the thought of creating a new vacuum cleaner. Every day he tested different prototypes. It took him 15 years to invent it. Only model number 5127 worked as it was supposed to. Dyson put everything at stake: he was at the edge of losing a house and all his money, but he was courageous enough not to give up. Nowadays “Dyson” is the most popular vacuum cleaner brand.

The last but not the least: to become successful, a person should learn to communicate with diverse people, exchange ideas, and find out useful information by interacting with more enlightened individuals. Sometimes it is essential to be a motivational speaker and make the audience believe what you say.

Every person from this list has this trait. Steve Jobs knew how to attract customers; he spoke from the bottom of his heart and honored his products. When speaking, he shared this admiration. As for Spielberg, he communicated with people all the time, starting from a simple conversation and ending up conducting negotiations and interviews.

Sanders managed to sell the franchise. And Dyson found sellers and customers of his vacuum cleaners.

Generally speaking, all highly successful people have the above-mentioned traits. Nonetheless, possessing these features is not enough. There is something else, something "secret".

What are the secret ingredients? Is it luck?

As for luck, it acts as a bonus, rather, and is definitely not the secret ingredient. First of all, a person should find a passion and start pursuing it; otherwise, the goals will remain unachieved. What is more, it is necessary to believe that everything is possible. Spielberg, Jobs, Sanders, Dyson and a lot of other promising figures had this in mind, they were utterly passionate about their intentions, and the idea of not being able to achieve success never crossed their minds.

All in all, everyone can name dozens of characteristics, but without the "secret" component success will never knock on your door. Also, the traits can be developed, and there is no excuse for wasting time and not pursuing a passion claiming that a person does not have particular characteristics, or time, or money.

There is a saying: «You stop dreaming – and you stop doing.» Indeed, this statement is sacral. One needs to start the journey exploring the world and looking not only for success but, more importantly, for happiness.

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Environmentally Friendly – Modern Fashion or Social Responsibility?How Conscious Are the Companies Stating They Are Green?

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Annotation

A man has many rights. However, the consumer needs of man invariably lead to the emergence of environmental problems.

Environmental problems are treated differently. Yet, the essence of the concept boils down to one thing: it is the result of thoughtless, soulless anthropogenic impact on the environment which results in a change of the properties of landscapes, depletion or loss of natural resources. And the in boomerang in question does affect human life and health.

Keywords: Environment, environmental problems, contamination, pollution, plastic, garbage, harm, animals, struggle.

Local and global environmental problems are closely interrelated. What happens in a particular region ultimately affects the overall situation around the world. Therefore, it is necessary to solve environmental problems comprehensively.

In my report I will only be able to consider a very small part of the huge problem of the environmental pollution.

Let us consider soil contamination.

Humanity needs to store somewhere 85 billion tons of waste per year. As a result, the soil under authorized and unauthorized landfills is contaminated with solid and liquid industrial waste, pesticides and household waste.

The main sources of soil pollution are:

1. The first source is related to houses and utilities.
2. The second source comprises factories and plants.
3. The third source is connected with transport complex.

4. The fourth source of soil pollution is agribusiness. Human pollution of the soil here occurs through the introduction of fertilizers and chemicals into the land.
5. The fifth source is radioactive waste.

Soil is a huge wealth thanks to which we have food, and production is provided with the necessary raw materials.

And now I would like to say few words about the oceans. Indeed, some facts are really shocking! In the Pacific Ocean, there is an island of plastic, the size of the mainland.

Pollution in the ocean started when plastic was invented. On the one hand, it is an irreplaceable thing that has made people's lives incredibly easier, but unfortunately, it takes more than a hundred years for plastic to decompose. This is why ocean currents stray into huge Islands. One such island the size of Texas floats between California, Hawaii and Alaska — millions of tons of garbage. The island is growing rapidly. Plastic causes serious harm to the environment. Birds, fish, dolphins, turtles and other ocean creatures suffer the most. Plastic waste in the Pacific Ocean kills more than a million seabirds each year and more than 100 thousand marine mammals.

The problem of the garbage island has been discussed for more than half a century, but no real action has been taken. Meanwhile, irreparable damage is being done to the environment, and the whole species of animals are dying out. It is likely that soon nothing can be corrected.

Plastic kills millions of animals. A large amount of durable plastic gets in the stomachs of seabirds and animals, sea turtles and black-legged albatrosses, in particular. Marine animals are threatened with extinction.

Now it is very fashionable to raise the topic of pollution control. We see the release of new laws, banners, posters, we read blogs of people who write about this struggle, and people replace plastic bags with fabric bags and refuse to buy plastic bottles. (Well, at least they write about it in social networks.) Nevertheless, at the moment the situation is getting worse every day destroying living creatures. Our planet is dying.

Only some states actually take steps to save us all.

France is going to get rid of plastic utensils.

The Netherlands officially prohibited the use of wild animals in circuses.

In 14 years from now Germany is going to ban cars with a gasoline engine.

Thanks to the activities of Chinese environmentalists, large pandas were excluded from the list of endangered animals.

Costa Rica fully switched to renewable energy sources in 2016.

The TripAdvisor travel site no longer sells tickets to places where animals are mistreated or used to entertain tourists.

Kenya became known for imposing the strictest ban on plastic bags in the world.

As for the so called "green" companies, in most cases the green nature is just a marketing trick to attract customers – consider such companies as Method Products or Starbucks, for example. McDonald's declared a year ago that they were going to completely eliminate plastic tubes, but at the moment we do not see any changes. What the nature needs is actions, not words.

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From Petrochemical to Solar Energy… What is future promising us?

Abstract:

Petroleum has become a key resource, the main source of energy in the modern version of the economy, Petrochemicals are everywhere, and it is impossible to imagine modern civilization without them. However, it entails negative impact on the environment and endangers global survival, Thus, the use of the alternative clean sources of energy is really the matter of life and death for the humanity.

Keywords: petroleum, petrochemicals, renewable energy, solar energy, wind energy, nuclear energy, alternative energy resources.

Petrochemical products are everywhere and are integral to modern societies. They include plastics, fertilizers, packaging, medical equipment and many others. The future of petrochemicals takes a close look at the impact of increased consumer demand for these goods. That is why it is highly important to identify ways to solve the problem by analyzing each alternative source of energy separately. Moreover, we should answer the question: "Why scientists discover new energy resources?"

In fact, we can identify two basic types of energy resources: petroleum and alternative resources which include coal, uranium, wind and solar energy, etc. Firstly, I will try to study petrochemicals made from petroleum or natural gas. Petrochemicals are used to manufacture thousands of different products that people use every day. The use of plastic, for example, in modern life is widespread. Discussing the advantages of petroleum, it should be mentioned that it can generate a large amount of energy. It means that it does not require a lot of petroleum to generate enough energy for machines. Furthermore, since petroleum has been used for many decades, the equipment to produce it has been improved almost to perfection. People also have found a lot of uses for it. It is the source of power for cars, boats, trucks. At the same time the extensive use of petroleum has a lot of disadvantages. For example, it can lead to environmental pollution. Secondly, its sources are finite. Finally, it can be harmful to health.

Discovering new energy resources takes time and finally in the 1960s scientists suggested the alternative sources of energy. Solar energy is harvested through special collector panels; wind power is also used. Wind turns large turbines of windmills thus producing electricity. Geothermal energy is the energy that is produced from under the earth. It is sustainable and environmentally friendly. Biomass energy is produced from organic stuff. Nuclear power is created through a specific nuclear reaction.

These are basic alternative energy recourses and their advantages. However, there are also disadvantages of renewable energy. The most serious disadvantage of nuclear energy is radiation accidents: within the previous 30 years there have been three grave nuclear disasters in the USSR, the USA and Japan. The key disadvantage of solar energy is its relatively high cost. It has been estimated that solar power costs fall by 20% for every 100% increase in supply. Secondly, intermittent nature generates energy only when the sun shines. Thirdly, solar panels cannot be installed anywhere: some other forms of energy are just better for some places. The key disadvantage of hydro energy production is the negative impact on wildlife and fishes. Geothermal energy production entails earthquake vulnerability: a large dam construction has been linked to increased propensity of earthquakes. Disadvantages of biomass energy are pollution in case of poor technology, feedstock problems, need in really good management, limited potential. The problem can be solved with energy storage; however, this leads to additional costs.

Another issue is: are there any countries which use only alternative energy resources. The answer is Sweden and Costa Rica. Sweden has always had pretty good environmental credentials and in 2015 it challenged the rest of the world to a race to become 100% renewable. The country increased its own investment in solar power, wind power, energy storage, smart grids, and clean transport. As for Costa Rica, due to its small size and unique geography the country can satisfy a large part of its energy needs from hydroelectric, geothermal, solar, and wind sources.

In Russia the situation is less satisfactory. Russia produces and uses about 70% of petrochemical resources and about 30% of alternative resources. However, the country has a big potential in developing different types of renewable energy resources practically in each region.

Summing up, it should be said that environmental issues are vital for each country. That is why the use of clean renewable energy is really the matter of life and death.

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Winston Churchill. An outstanding politician and british prime minister

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Annotation

Winston Churchill, former British Prime Ministers, is one of the most powerful and talented figures in public and political spheres.

In today's world one is able to achieve success and career growth only being highly professional. Winston Churchill achieved success and became prominent through overcoming obstacles and working hard.

Keywords: powerful prime minister, talented man, high growth career, professional, obstacles.

Winston Churchill was one of the most powerful British politicians and worked persistently for achieving his goals. He was the Prime minister of the UK. Moreover, he was a man of great talents. In 1953 he was awarded the Nobel Prize in Literature. It was a very important step in his life. Winston Churchill was born on the 30th of November 1874, into a big family. His parents were very educated people. At the age of 5 he was taught by his nanny.

After graduating from college he started travelling, as he also wanted to become a journalist. In 1896 he went to India and wrote his first book, publishing his Indian experience. Later he was sent to South Africa. In 1904 Winston met Clementine Ogilvy Spencer-Churchil, his future wife. They loved each other and supported in everything.

Being in high politics for a long time, Churchill received a title of the First Lord of the Admiralty, the Secretary of State for War.

In 1940, May he became the Prime Minister of the United Kingdom.

In 1941 he was the Commander of the land forces.

In the period between the two world wars, Churchill returned to his political career and later to his literary works.

In 1955 he resigned, and in 1964 attended a Parliamentary meeting for the last time.

The politician died in 1965 from a stroke.

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Spain: The End of the Crisis, or the Endless Crisis

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Annotation
The situation in Spain is associated not only with the global economic crisis influence but also with the exhaustion of a certain model of economic development based on low labor costs. The Spanish economy attracted a big amount of foreign investments which in combination with tourism and the construction sector allowed to achieve a huge growth (economic indicators were compared with the average European ones and even excelled them). However, this model has exhausted itself. On the one hand, it is linked with the expansion of Europe to the East and the globalization of the world economy. On the other hand, it is linked with the salary level in Spain which is about four times higher than in Eastern Europe and 10-12 times higher than in developing countries.
Keywords: The Spanish crisis, the Spanish economy, social policy, construction sector, tourism, political tsunami.

The present article focuses on the Spanish economic and political crisis.

In Spain a new economic and socio-political model is being formed. Spain was among those countries where the crisis has become extremely destructive. During the period from 2008 to 2013 GDP decreased (at current prices) by 6%, consumption decreased by 3.4%, investments in fixed assets fell by 42%, and imports of goods and services diminished by 13%. The social tragedy arose because of the growth of the unemployment, and 6.3 million people were unemployed in the first quarter of 2013.

The social policy which was one of the main achievements of the Spanish nation was under the threat. The state, striving to reduce the budget deficit under the pressure from the European Union and the International Monetary Fund, puts away the public expenditure programs on health, education, science, culture. These governmental actions cause increasing social stratification. In 2012 the number of poor people (their income is less than 12 thousand euros per year) was about 20.6 million people (43.7% of the population). This figure has enhanced since 2007 by 2 million people. Young people are in a particularly difficult situation. Approximately 50% of young people (between 16–25 years old) are out of work.

What are the pivotal features of the Spanish economy and the key trends in its development?

If we glance at the structure of GDP we can claim that the main thing is that during the crisis the share of the construction sector has radically decreased from 12.5% to 5.1%, but the share of the industry remained and even slightly increased (from 15.5% in 2008 to 16% in 2014). The tourism sector achieved significant success: from 2010 to 2014 the number of tourists increased by more than 12 million people and came close to 65 million people.

During the crisis a political tsunami spread across Spain which destroyed the foundation of the two-party system that had existed for more than thirty years. The collapsed social and economic expectations of millions of Spaniards created a massive demand for alternative electoral proposals. They were offered by parties Podemos («We can») and Ciudadanos («Citizens»), actively expanding their electoral base.

The latter is a liberal one. Now it trails behind both the governing Socialists and the conservative People's Party. Ciudadanos and its young leader, Albert Rivera, may still hold the key to Spain's next government. Mr. Rivera supposes that the character of the election due on the 28th of April will be about the unity of Spain, and it will be primarily the contest between the Socialists, on the one hand, and a three-headed block in which Ciudadanos has lined up with PP and Vox, a new ultra-conservative party, on the other. Now the Spanish Congress of Deputies has the next form:

- 67 seats – Podemos
- 84 seats – Partido Socialista Obrero Espanol (Mr. Sanchez is a party leader, now he is a prime minister)
- 32 seats – Ciudadanos
- 133 seats – PP
- 33 seats – others

The political and territorial organization of Spain causes some disputes. This is the so called state of autonomies – a unitary state in which there are some elements of federalism. The participation of autonomous regions in the national policy is poorly structured. It is linked with the Senate which is considered to be a representative body but in real life it is situated in a subordinate position towards the Congress of Deputies (although according to the Constitution neither of the chambers is regarded as the upper one).

To sum up, I would like to say that economic crisis led to political one. The main reason is that Spanish government did not manage either to overcome the consequences of the crisis, or to arrange the regional policy.

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How to create an effective team?

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Annotation
Effective teamwork is what makes companies and products succeed. This article examines the definition of the term "team" and gives the most popular approach to building an effective team. After examining the current theory and definitions, the author writes about her own experience of using theoretical approach to forming different teams. She shares and spreads the acquired knowledge by suggesting her own tips for building teams. The author uses logical arguments to support her ideas although the article is mostly her personal opinion on the assigned topic.

Keywords: Human resources, management, teamwork, event management, SMART objectives.

We shall start with identifying what a team is. According to its definition, a team is a group of people who work together to achieve common goals[1]. It may sound easy, however, how to make team members work successfully? That is the most difficult question for managers.

According to the approach that was developed by the Human Resources department of the Massachusetts Institute of Technology, there are 6 steps[2]:

1. **Create a mission statement.** A mission is a specific task or duty assigned to a person or group of people. It means to define the team's main purpose.
2. **Establish goals.** It is to create SMART goals according to the main one. A SMART target is a target which is s – specific, m – measurable, a – achievable, r – relevant and t – time-bound.

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[1] Cambridge Business English Dictionary

[2] Important Steps when Building a new Team // https://hr.mit.edu/learning-topics/teams/articles/new-team

3. **Establish roles and responsibilities.** It means to assign team members every role, select a team leader, create accountability and performance measuring tools.

4. **Establish team ground rules** is to establish communications, mutual respect, time limits, and many other basic rules.

5. **Establish decision-making guidelines.** It means to create authority levels and rules of decision-making process within the group.

6. **Establish effective group process.** It is about listening and responding respectfully, being able to ask questions and resolve conflicts.

That's what textbooks and scientific articles tell us. But the aim of the article is to share my own experience and suggest you several tips that I use when the organizing events. By the age of 19 I have had considerable experience of forming working teams and organizing different events. Everything started when I was at school with school concerts and competitions and continued at University.

As a prepared organizer, I always try to refer to the M.I.T.'s model. I arrange a meeting for all interested people where I explain the purpose of the future event and my vision of it. We come up with a general idea of what we want to see in the end and have a long discussion about essential parts of an event. After that many people usually say that they don't really want to participate. So, at this stage we establish the roles and duties and create the list of people responsible for each area. Then we set our ground rules and decision-making guidelines. Some of them are natural for us like mutual respect and constructive communication. We also add some new ones, for example, during my last event we had a group chat where we all discussed everything related to the project. Then we had weekly meetings, where all team members told about what they did during the week, asked and answered different questions.

And now I'd like to share some of the tips I use during different projects that increased effectiveness among the team members:

1. Trust your team members.

If you have chosen them yourself, you are sure that they are the best people for the required position. So, let them do their work without your total control but still be aware of what they are doing.

2. Encourage informal relationship among the members.

I believe it is extremely significant because team members will permanently communicate with each other. So, set an example of behaviour: be open with them, be respectful to them, ask about their opinion and feelings and so on.

3. Invent your own small traditions.

This encourages not only informal relationships but also motivation of the team members. For instance, during our last project we randomly chose the so called "person of the day" and everyone waited for that because every day was a surprise and we even kept track of the champions who had the title.

4. Use mind maps.

A mind map is a diagram for representing tasks, words, concepts, or items linked to and arranged around a central concept or subject using a non-linear graphical layout that allows the user to build an intuitive framework around a central concept[1]. And it is a very useful thing as everyone is aware of what he or she should do and what others do.

5. Celebrate successes.

Not only the final result but also everyday achievements mean a lot. For example, we praised each other for everything like signing documents, finding a partner, creating a poster or publishing a post. Everyone shared their small results that made us closer to attaining the main goal.

There are many other tips that will evolve in your teams. But remember that although it may seem easy to build a great team, it usually develops over time by hard work, dedication, cooperation and many other things. Don't be afraid to make mistakes, work hard, be passionate and fortune will smile upon you.

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Non-profit organizations: virtues and contradictions

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Annotation
The Russian non-profit sector is a relatively new phenomenon. The growth of social needs creates a demand for services provided by non-profit organizations which, consequently, leads to the increase of their number. The influence of these organizations on economic, political and social affairs is gradually expanding. The article in question presents a more detailed view of drawbacks and benefits of non-profit organizations.

Keywords: Non-profit organizations, social enterprises, source of funding, the Civil Code of the Russian Federation, the Constitution of the Russian Federation, legal framework, non-profit organizations performing the functions of a foreign agent, civil society, social reproduction, income-generating activities.

Under Article 50 of the Civil Code of the Russian Federation organizations can be classified as non-profit organizations and those that run for profit depending on the purpose of their creation.

Non-profit organization is defined as a group organized for a purpose other than to generate income or profit, such as scientific, religious, or educational organization. Non-profit organizations are known as “social enterprises” which operate in the “third sector” or “civil society”. Legal regulation of the status and activities of such associations in the Russian Federation has a complex character. The Constitution of the Russian Federation, the Civil Code of the Russian Federation and the Federal laws regulating the creation and activities of certain types of non-profit organizations (Federal law on non-profit organizations and Federal law on public associations) play the role of a legal framework.

The institution of non-profit organizations is largely controversial. It can be determined by way of assessing contradictions of this legal structure.

I would like to start with problems concerning the financial aspect of non-profit organizations. The specificity of financial constraints is determined by their simultaneous existence as producers of public goods and participants of market relations.

The first challenge to be mentioned is achieving financial stability and risk reduction in the long term which comes with seeking for sustainable sources of financing, finding them and obtaining enough quantity to provide the necessary amount of public goods. The financial base of non-profit organizations depends on that of its donors. During the crisis period public spending budgets and private donations are reduced; therefore, the financial stability of the organization is at risk.

The second disadvantage lies in the selection of the optimal source of funding for the main statutory activity which depends on a certain legal structure of a non-profit organization.

In fact, the possibility of choosing the source of funding depends to a great extent on the legal form and status of this or that organization.

Accordingly, the division of statutory activities into the core activities and income-generating activities poses a dilemma as to which financial resources are more preferable: income (the participant of market relations) or revenues (the public goods producer). Betting on income, non-profit organizations hardly solve the problems they face due to the lack of experience. Thus, these problems relate to risk accounting, dependence on the economic situation, organization of financial management, profitability and financial stability.

There are no restrictions for non-profit organizations regarding the number of types of income-generating activities. Nonetheless, despite the potential opportunity to diversify income-generating activities, non-profit organizations, as a rule, are engaged in no more than two types of business activities. There may be various reasons for it: management inertia, high risks, as well as insufficient experience in this field.

Apart from this, the problem of evaluation of the expected result arises. If the income received exceeds the expenses, the organization will have profit while if the latter does not receive income there will be losses. Unfavorable market conditions, harsh taxation of the activities conducted by non-profit organizations, the low level of professionalism of the staff can cause such consequences.

It certainly should not be overlooked that a lot of non-profit organizations are engaged in franchising which they can carry out by themselves or through specialized organizations. Meanwhile, franchising carried out independently requires considerable expenses on sending letters, maintaining mobile communications, Internet, hiring lawyers etc.

In brief, the complexity of the non-profit organizations nature leads to the fact that the problems of finding financial resources are added to the problems of functioning of these organizations as subjects of market relations. The sophistication of solving the above mentioned problems is determined by the dual position of non-profit organizations in the economy.

Now let us move on to weak points of non-profit organizations which exist in the sphere of legislation. The difficulty of creating and effective legal regulation of the activities of non-profit organizations stems from their dual nature. On the one hand, it should be taken into account that non-profit organizations are primarily entities, participants of civil circulation and as such, they are also subjected to the civil law rules. On the other hand, while establishing general legal regimes for legal persons one cannot ignore a specific legal nature of non-profit organizations which are a form of realization of the constitutional right of association.

First, during the reform of legislation on non-profit organizations they were divided into corporate organizations and unitary ones. This division has created certain confusion as to the status of some of non-profit organizations. For example, it concerns religious associations. They are considered to be unitary entities the founders of which become their members but do not acquire the rights of membership. Thus, on the one hand, by parity of reasoning with members of corporations the founders of religious associations should not have the right to take part in the management of the corporation and receive information about its activities. On the other hand, Article 123.27 of the Russian Civil Code states that the founder of a religious organization is allowed to participate in the functioning of the entity.

Besides, the amendments to the Civil Code are not enough for the reform to be completed since it is necessary to amend a number of special laws containing the provisions on legal forms of non-profit organizations that do not comply with the new edition of the Civil Code. Some professionals emphasize the need for the Federal law on non-profit organizations to be repealed as it has already fulfilled its social mission.

It should also be mentioned that the law on non-profit organizations imposes some additional duties on non-profit organizations performing the functions of a foreign agent that makes their activities more complicated. The initiation of lots of restrictions on certain types of non-profit organizations violates Article 13 of the Constitution that sets out the principle of equality of public organizations. Such a situation invokes the need for clarification of the provisions of non-profit organizations.

What is more, the Federal law passed April 5, 2010 introduced not only the category of socially-oriented non-profit organizations, but also the category of “non-profit organization providing socially useful services”. The problem is that this law does not set the criteria allowing to recognize the organization as the one that needs special status.

Summing up the part of the article dealing with problems of non-profit organizations deriving from legislation, it seems vital to outline that the modernization of the Russian legislation regulating the activities of non-profit organizations should take into account the functional purpose of non-profit organizations, as well as current trends in the development of public relations and the realities of economic development. Otherwise, gaps in legislation and problems connected with law enforcement will be unavoidable.

However, non-profit organization as a legal institution has its inherent pros. To begin with, it goes without saying that non-profit organization can be regarded as the way of formalization and institutionalization of self-governing and state-independent activities of civil society. From this point of view, non-profit organizations serve as a useful structure used by citizens to express their interests in public life and public activities.

Moreover, with the help of the activities conducted by non-profit organizations the state is able to implement its social and regulatory functions. That is why development of network of non-profit organizations is associated with means of improving the efficiency of public administration.

In addition, non-profit organizations provide a certain part of social reproduction. The experience of a number of foreign countries shows that activities conducted by non-profit organizations provide a more significant outcome than those deriving from the activities of various commercial or state organizations and contribute to reducing the burden on the state budget and public spending, in social sphere in particular.

Furthermore, non-profit organizations are allowed to engage in income-generating activities. For instance, they can deliver services in the sphere of higher education which may be provided on a fee basis. However, in this case we should bear in mind that the purpose of doing it is not to make a profit, but to obtain additional financial resources and to strengthen its financial base for the fulfillment of the statutory goal.

Another essential advantage of non-profit organizations consists in the fact that their founders are not responsible for the organization's obligations.

The possibility of switching to a simplified tax system should also be outlined. Apart from this, public associations are authorized to provide financial statements in a simplified manner. There is no profit tax for funds received from budget, donations, contributions, shares.

To conclude, two sides of the story are clearly seen. Non-profit organizations have quite a lot of drawbacks. Nevertheless, their benefits are weighty enough making actors choose non-profit organizations, and not the commercial ones.

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State regulation of the migration of intellectual capital

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Annotation
Today, the guarantee of the successful development of any enterprise, company and country is the availability of intellectual resources. Many researchers and experts recognize the fact that intellectual capital is able to be an impetus to the development of national, intra-national and global systems. Among all of the types of resources, the intellectual ones remain the least explored despite the fact that using of them is the possibility of improving the socio-economic and socio-political situation in a country. As a matter of fact, intellectual resources can become the main source of sustainable, balanced and socially-oriented development of Russia and its regions.
Keywords: attraction of intellectual resources, brain drain, emigration, intellectual capital, intellectual migration, intellectual potential, intellectual resources, megagrants, migrants.

The definition of intellectual capital is currently one of the most neglected in both domestic and foreign science. This is not surprising as American economist T. Stewart gave the first definition to this term only in 1991.

In general, it should be said that there are many approaches to the disclosure of the concept of intellectual capital.

Professor of the Open University Business School K. Bradley said that intellectual capital is the transformation of knowledge and intangible assets into useful resources that give competitive advantages to individuals, firms and nations.

Intellectual migration is a special type of migration process, implying the departure abroad for more than a year of educated and qualified specialists, scientists and also students.

Today, migrants with high intellectual, labor and professional potential are considered as the most important socio-economic resource. Intellectual capital is the source of the development of innovative technologies, that could become a sustainable competitive advantage. The United States, France, Canada, Sweden, China and other countries compete to attract intellectual resources and carry out special programmes to increase their migration attractiveness for people whose level of education is high. The reality shows that today it is not only important to grow qualified prospective personnel, but also to keep them in the country [2].

Intellectual migration leads to the redistribution of human capital between the countries of the world. Mass migration of the most educated and promising personnel leads to the depletion of human capital in the country, which significantly affects the possibilities of its economic growth.

According to the rector of Moscow State University, V. Sadovnichy, only in the 1990s Russia lost a third of its intellectual potential, and these losses continue to increase. Young researchers and students mostly leave – more than 4,000 people a year and according to Viktor Sadovnichy, up to 15% of graduates of Russian universities leave the country annually. Russia's direct and indirect losses from all types of "brain drain" can amount to $ 60 billion annually [1].

If we are talking about Russia, then recently there are more and more opinions that it's time to get rid of resource dependence and do everything possible to become a country with a knowledge-based economy, with a focus on the development of innovations.

However, there is no understanding how to attract intellectual capital to work in Russia. Russia unfortunately continues to be an exporter of intellectual resources throughout the world. At the expense of Russian students, specialists, scientists, other countries solve their economic problems, increase their scientific and educational potential, and increase the competitiveness of national economies [3].

In order to determine the vector of migration policy, it is necessary to make a list of the reasons for the emigration of intellectual resources; such as:

- First of all it is lack of funding for science. In terms of the share of expenditure on science in GDP (1.1%), Russia lags significantly behind the leading countries of the world, being in 35th place[1, 5].

- Low salaries for scientists; Lack of necessary equipment ; material and non-material motivations for young scientists to work in academic institutions; prospects for scientific growth; technical capabilities and speeds that would allow achieving disparate results per unit of time;

The devaluation of academic career and the symbols of academic merit – academic degrees and titles; abundance of meaningless bureaucratic «duties»; the deep corruption of the system of awarding academic degrees and titles; lack of state support ; lack of management of science, understanding of its necessity and importance; the almost complete lack of specialists capable of ensuring the normal functioning of institutions and the research process; attempts by authorities to complicate the contacts and cooperation of scientists with foreign colleagues and potential sponsors of scientific activities;

Another two problems in Russia are insufficient experience in attracting foreign students and employment of Postdoc scientists;

The main motive of going abroad (at different times) is not the quality of life, but work with modern equipment, the presence of many funds, the transparency of academic career, the possibility of publications in rating journals.

During the scientific-practical conference at the Moscow state University, in late February 2019, Deputy Prime Minister Dmitry Rogozin called the "brain drain" the weakest point of the country. According to him, the government is investing huge amounts of money in talent training. "And then, they do not allow our specialists – intelligent, competent, the best young people of Russia to implement, to realize what they have in mind, thereby we open the floodgates to flush this potential abroad."

On the other hand, our Government has made some successful programmes: For instance, the state program «5 Top 100», according to which five universities should get into the top 100 universities in the world by 2020. To reach the goal, the state is ready to allocate 20 universities from 150 million to 900 million rubles a year, if these universities can prove they spend the money reasonably.

The migration policy of our country has a great influence on attracting foreign students to Russia. One of its measures is to establish an annual quota for 15 thousand foreign students, who study at the expense of the federal budget. Also, immigrant students have the opportunity to earn money legally. For students, there is a simplified procedure for obtaining a temporary residence permit [2].

In 2010, the Russian Government began a program of megagrants. A total of 28 billion rubles were allocated to the project. It should be noted that the contests have aroused considerable interest in the global scientific community. Following the five contests, 200 scientists from

25 countries became winners. To the date, 160 laboratories have been established and are successfully operating. During the six years of the programme, 4 thousand articles were published. Most of the articles published in the first cluster journals like Science and Nature. But there are two problems that megagrants faced: Lack of state support for the continuation of the activities of the established laboratories, of course, bureaucracy [4].

To improve the situation and attract intellectual resources we need to answer 2 questions:

What needs to be done to attract foreign students and prevent the emigration of our students? And what should be done to attract foreign scientists and prevent the emigration of our scientists?

If we talk about attraction of students, then, of course, first of all, it is necessary to create advertising on specialized sites; to improve Grant training system; to create Material encouragement of scientific activity.

How to attract scientists? I am afraid in this regard, I cannot say something new: we need to increase funding for science. It is pretty obvious but it should be said. It would be more fruitful to spend 4% of GDP, as Israel do. Funding is necessary to return talented scientists and create conditions for them to work [5].

There is no any support after finish of megagrands. Also, many scientists agree that the emergence of megagrands has become a serious incentive for the development of Russian science and the attraction of foreign scientists. So government should support laboratories after finish of megagrands [3].

The next thing government should do to attract scientists to the country is to create a website on which foreign and Russian scientists working abroad would find job offers. I know it sounds unbelievable, but there is no such site in Russia. Moreover, the country is not represented on the world's leading websites and portals, where scientists from all over the world are looking for vacancies.

The main sadness of Russian scientists working abroad is not actively involved in state science policy. It would be rational to create a special body to supervise the work of the scientific diaspora and solve routine issues that do not necessarily apply to the ministry. Perhaps, by creating such a body, it will be possible to reduce the bureaucracy [2].

And so, on top of everything else, Russia has a developed intellectual capital so it is the object of claims on it by recipient countries. In order to resist them, it seems advisable to ensure a decent wage for employees engaged in science and education. It is necessary to implement multi-channel financing of the educational sphere on the principles of social partnership and raise the level of knowledge-based GDP [1].

Our president Vladimir Putin on the meeting of the Council for science and education said: "We need to abandon support for inefficiency once and for all, from outdated approaches to the organization of scientific activities, and of course, the country is waiting for science to make decisions that can change the quality of life for people, to give a powerful dynamic to the development of Russia"

So let us take care of our scientific potential!

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Managerial savvy: genetic or social phenomenon?

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Abstract: The article describes the essence of managerial savvy and shows its complexity and multifactorial nature. Highlighting the key components of the phenomenon, the author identifies two types of factors that can significantly affect its manifestation and development. Then the analysis of the managerial ingenuity and its four main components is carried out, which shows the significant role of social and psychological factors as prerequisites for the manifestation of savvy.

Keywords: savvy, wit, ingenuity, intelligence, human physiology, non-standard decision, genetic prerequisite.

In modern environment, it is not enough for a manager to have certain skills and psychological qualities; to be well educated and informed. In addition, he or she should be creative, savvy. Even though many companies have not yet formalized this point in the requirement lists, more and more employers check candidates for managerial positions in various ways for non-standard thinking. However, there are quite serious issues: is this requirement fair when applying for a job? Is savvy genetically inherent in certain people feature or is it something else? If we agree with the genetic origin of savvy, such requirements may be interpreted as discrimination. So what is the nature of such a phenomenon as savvy? Let us try to understand its essence.

In everyday life, we often confer to human savvy in cases where it solves a certain problem, or has limited suitability or is not suitable, from the point of the established in the public consciousness image, a set of objects and/or data. There are many examples: from the simple use of a coin instead of a slotted screwdriver to the use of glass bottles as a building material. The common thing for all these examples is that some resource is not used as it is usually used, but an acceptable result can be achieved anyway. It follows that for the manifestation of ingenuity, you need at least to have the ability to abstractions; but a simple abstraction from stereotypes will not give a brilliant solution. Therefore, ingenuity cannot be imagined without the analysis of objects and actions. If we do not conclude that the edge of the coin and the working part of the screwdriver have a similar geometry and are made of metal, then we cannot think about this non-standard application of the payment means. Nevertheless, such conclusions require some experience of interaction with resources. Based on the knowledge, ideas are formed, which either contribute to clichés of ingenuity techniques, or become prerequisites for making a non-standard decision. It should be also noted that for managers the scarce resource is time. This fact makes us understand that in addition to the ability to serious intellectual activity and knowledge about resources, savvy requires speed or fast response. Thus, we have identified 4 essential components of wit: the ability to abstract, analytical thinking, experience and speed. Let us combine the first two components as components of mental activity or intelligence and consider their roots.

Currently there are many studies related to the heredity of intelligence and estimates of the relationship between genotype and intelligence vary significantly: from 40% to 80 %. In general, this dependence is considered 50% on average. A half is certainly a lot, but we cannot ignore the second half, which depends on the environment. Among the other components that make up this environment, stands out the family the social growing process and the conditions in which it took place – this is about 30% of the intelligence variability. It is easy to see although not dominant, but still a key role of the social factor in the development of intelligence, and therefore this part of the savvy cannot be considered exclusively genetic, although heredity is an essential component.

Let us move on to the analysis of experience. Just note that this is not exactly a genetic factor as it is not given to us at birth, experience only accumulates as we interact with the outside world. In savvy as a complex phenomenon experience plays an important role of the basis for the use of this resource in a specific way. For example, before using glass bottles to build walls, it is necessary to understand that the glass, despite the fragility, is weather resistant and durable. Also, it should be noted that bottles can be built into the walls, and when using special solutions, a sufficiently strong structure is obtained. All this knowledge can be obtained in different ways, but in its essence it is the experience. Moreover, in the task to build a house, all these links are added to the chain, which allows you to manifest ingenuity. Of course, in management there can be far more links like that, because the profession involves interaction with people who have many properties, each of which is manifested with a set of certain factors. Therefore, for managers experience consists not only of knowledge and skills, but also of numerous social interactions that provide them with a kind of certain human behavior patterns, «database» for certain situations to be used in their activities. Obviously, this increases the amount of experience, and therefore requires more intellectual effort.

The speed of response is the fourth ingenuity component. In itself, this component is largely dependent on human physiology, because it limits the speed of thinking. Studies show that the peak performance of the human brain is reached in the period from 20 to 30 years, and then it gradually decreases. This is confirmed by the studies on the speed of reaction of civilian pilots, whose activities in complexity can be compared managerial activities. The fact seems to be a reason for the conservatism of aged leaders: not being able to find another solution, they use a ready cliché from their own experience. However, this is only a hypothesis. Without sufficient speed, a manager is not be able to show savvy, since the time factor and the decisions timeliness are important. Consideration of this component will be incomplete if you miss one thing: people are able to develop and maintain a really high level of speed, and not the last role in this plays the intellectual activity presence. Thus, this factor cannot be called exclusively genetic. What we have in the end: all four components are not exclusively genetic. At the same time, we can see that at least three of them strongly depend on social and psychological features of a person. From all this we can conclude that savvy is a complex multifactorial phenomenon that occurs in the presence of certain genetic prerequisites and trends to socio-cultural development of the individual, allowing a person to make effective non-standard decisions.

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The un's role in space exploration

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Annotation
In our contemporary world the issue of peaceful using of outer space is highly topical. In this article, the author talks about the role of the UN in regulating space exploration, and also formulates an actual problem. The gist of the problem is that in recent years, space activities have taken a significant step forward, new trends and new actors have appeared in this field, but international law in this area regulates general directions, such as demilitarization and international cooperation: there is a lack of international legal regulation of space activities corresponding to new trends. Recently, the leading trend in space exploration has been the commercialization of space activities.
Keywords: international law, space exploration, use of outer space, commercialization, UN policy, international cooperation, demilitarization, denuclearization.

The beginning of space exploration was preceded by the launch of the first artificial earth satellite "Sputnik I" on October 4, 1957. From the beginning of the space age, the United Nations Organization has recognized the important role that space technology can play in lives of all people on Earth. The past 58 years of space activities have confirmed that thought. Nowadays, nobody has any doubt that the study and use of outer space is a field of activity that largely determines the future of earth civilization. The understanding of this underlines the UN policy in the field of space.

World space activities are based on the latest scientific knowledge and high-tech tools and stimulate the acquisition of such knowledge and the construction of such technical means. This area requires a high level management, strong industrial structures and government support.

Unlike most activities on the Earth, any space activity necessarily affects the interests of other states, and most of them affect the interests of the entire international community. This provision was contained in the UN General Assembly resolution 1958, which referred to «the common interest of humanity in outer space». That resolution highlighted the desire to use outer space exclusively for peaceful purposes, for the benefit of humanity and the need for international cooperation in this new field. Since then, the UN General Assembly has been constantly coordinating the solution of political, legal, scientific and technical problems of space exploration.

One year after the launch of the first satellite, states recognized the applicability of international law, including the UN Charter, to the exploration and use of outer space. Later, work was consistently carried out to create international space law, the foundations of which were laid in three UN documents.

Firstly, provisions relating to celestial bodies and the space environment have been adopted, it has been established in particular that they cannot be appropriated by any country (resolution «International cooperation in the peaceful uses of outer space», 1961). The principles of states' activities in space exploration were approved, it was established that outer space, including the moon and other celestial bodies, is open for exploration and use by all States, that access to all areas of celestial bodies is free.

A number of international legal documents developed within the framework of the UN regulate the issues of rescue and return of cosmonauts, as well as the status of objects launched into outer space, the issues of international liability for damage caused by space objects, the principles of the activities of States on the moon and other celestial bodies.

The UN has created several special bodies that deal with space issues. However, this theme is discussed in other committees and commissions of the United Nations. One such body is the UN Outer Space Committee, which consists of two subs – committees – legal and scientific and technical. The UN Outer Space Committee is the only intergovernmental body that deals specifically with issues related to the exploration and use of outer space for peaceful purposes.

These outer space issues are dealt with by:

- the Outer Space Office of the Department of policy and Affairs of the Security Council,
- the special unit of the Legal Department,
- the Science and Technology Office,
- the Resources and Transport Office of the Department of Economic and Social Affairs,
- UN experts in space applications.

It worth mentioning that there are the UN specialized agencies, which also play an important role in the development and expansion of international cooperation of states in space exploration, including:

- International Telecommunication Union, ITU
- World Meteorological Organization, WMO
- United Nations Educational, Scientific and Cultural Organization, UNESCO
- Food and Agriculture Organization, FAO
- World Health Organization, WHO
- International Civil Aviation Organization, ICAO
- International Maritime Organization, IMO
- International Labour Organization, ILO

The year 2011 marked the fiftieth anniversary of the first human space mission and the establishment of the Committee on the peaceful uses of outer space. (Declaration on the fiftieth anniversary of the first human space mission and the fiftieth anniversary and establishment of the Committee on the peaceful uses of outer space).

25 Sep 2018 – on the side of the UN General Assembly High-Level Week the UN General Assembly the UN Office for outer space Affairs (UNOOSA) joined the the UN Office for Partnerships and Space Trust to hold the event "Space2030 agenda: Space as a driver for peace". The representatives of the private sector and civil society took part in the event. Participants discussed the importance of international cooperation in the peaceful uses of space and the role space can play as a driver for peace.

The event also presented an opportunity for speakers to reflect on the contribution space is making to the 2030 Sustainable Development Agenda and on the benefits of peaceful collaboration in space. In the context of the 2030 Sustainable Development Agenda, speakers mentioned that this was the world's first data-driven approach to global development, a fact underlining the key role space science and technology is playing in supporting sustainable development.

Nowadays the space is being commercialized. In modern conditions, the transitions to the knowledge economy in the most advantageous position are countries with developed high-tech knowledge-intensive production. I am not talking about the commercialization of space in particular. We are talking about the ability of existing norms of international law to control new trends in the development of outer space. The UN General Assembly resolution of 1958 emphasized the desire to use outer space exclusively for peaceful purposes, for the benefit of the humanity. All previously adopted and the above-mentioned documents speak about the equality of all countries before outer space and of demilitarization and denuclearization. However, experts believe that the technical requirements of manned rockets of the future require a nuclear engine... Russia is the only one currently launching manned crews into space, but we do not yet have the technology to improve our own rockets. Which of the UN committees will be responsible for the adoption of new international legal norms that meet the challenges of modern trends? Since the UN Outer Space Committee is a source of soft law with recommendatory resolutions, whether new rules of law will be ratified by all States? Maybe it's high time think about founding a Space Security Council?

The Committee has two subsidiary bodies: the Scientific and Technical Subcommittee, and the Legal Subcommittee, both established in 1961. The Committee reports to the Fourth Committee of the General Assembly, which adopts an annual resolution on international cooperation in the peaceful uses of outer space.

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What is advertising in the modern marketing?

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Annotation
The world of marketing is constantly changing, especially in the modern era of social media, automated advertising technologies and audience analytics. Brands need to stay on top of these changes to successfully reach their audiences, especially as consumers become wiser and more skeptical of advertising. New media marketing is an ever-changing effort for businesses. Today, it is more important than ever to understand as much as possible about various consumer demographics and find the best way of adverising to correctly use the proper online and offline media.
Keywords: marketing, advertising, social media, digital display, remarketing, coding, consumer, humanized brand, video marketing, demographics, ambassador.

The world of marketing is constantly changing, especially in the modern era of social media, automated advertising technologies and audience analytics. Brands need to stay on top of these changes to successfully reach their audiences, especially as consumers become wiser and more skeptical of advertising. Twenty years ago, a local company could expect to see a direct correlation between running ads and new customers coming into their store or calling to make an appointment. Today, it is more important than ever to understand as much as possible about various consumer demographics to correctly use the proper online and offline media.

There is no doubt that the main field of the advertising today is concetrated in different types of digital marketing.

New media marketing is an ever-changing effort for businesses. Let's take a closer look at modern marketing and especially at main areas where brands growing online.

And I want to focus on top-5 potential trends of modern marketing, which will explain us what is advertising today.

Social media is the fifth as a platform for the most efficient add

It's Facebook, Twitter, YouTube, LinkedIn, Pinterest, Instagram and Snapchat just to name a few. A social media campaign provides company with a prominent platform to shape a brand. By communicating with potential consumers on a more personal level, company is reinforcing its credibility in the industry and at the same time promoting word-of-mouth brand ambassadors. This is a simple, cost-effective way to enhance company's public image.

Digital Display takes the fourth place

Behaviorally targeted display ads allow company to show up on different partner websites and multiple devices. This ad is delivered to consumers based on demographic targets, interests, topics and keywords. It is possible to effectively reach those people most likely to be interested in exactly this business, services and products as they navigate the World Wide Web.

The third one is **Remarketing**

Digitally follow consumers who have visited company's website or app. Coding allows to track all users who visit website or specific pages of this website. Then, special program 'feed' ads for business to those users as they travel to different third party websites. Reconnect with people who have specifically shown interest in this business, products and/or services via your website.

Second is **Humanized brand**

As machines begin buying ads and consumers grow weary of traditional advertisements, brands have begun turning to storytelling and human connections in order to build a brand identity that consumers want to connect with. Today, consumers don't just buy a product – they buy a story, a vision and a piece of something they want to be connected to. For a digital advertising strategy to succeed, brands must humanize their story and make it easier for consumers to connect to them.

And the leading trand is **video marketing**

The market has discovered there is no better way to capture the attention of consumers than with video. About 65 percent of people will watch most of a video as compared to reading content. Companies that want to stay ahead and reach out to a captive and ready audience must incorporate video in their digital advertising campaigns. With digital ad spending on video only increasing, video advertising is one trand advertisers cannot afford to go without. Companies can teach consumers how to use their products and demonstrate different features while also crafting a brand personality people enjoy.

So, these are the main trands of advertising in modern marketing today, in my opinion. If you are thinking of setting up your own bussiness now you definitely have an advantage over your competitors.

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