МІНІСТЕРСТВО ОСВІТИ І НАУКИ, МОЛОДІ ТА СПОРТУ УКРАЇНИ
Дніпропетровський національний університет імені Олеся Гончара
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СЕКЦІЯ 2. АКТУАЛЬНІ ПИТАННЯ ЄВРОПЕЙСЬКОЇ СОЦІОКУЛЬТУРНОЇ, ПОЛІТИЧНОЇ ТА ЕКОНОМІЧНОЇ ІНТЕГРАЦІЇ

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COLOR IN WORLD CULTURE

Колір відіграє визначну роль у культурі кожного народу. Символіка кольору бере свій початок з прадавніх часів. Колористичні асоціації можуть бути спільними для певного соціуму та, водночас, являти собою унікальне, суб'єктивне враження окремої людини. Наразі не існує чітко встановлених правил оцінки символічного значення, через те що кожний колір несе в собі одночасно декілька різних значень. В даних тезах наведені загальні значення, що дозволяють надалі розглянути особливості застосування кольору у різноманітних сферах – психології, культурно-історичних традиціях, архітектурі тощо.

It's important to note that color experts, historians, and anthropologists generally agree on color broad meaning. But there are many disagreements when it narrows down to specifics. This is primarily due to the fact that there are no hard-and-fast rules about color's precise meaning. The fact is that every color has both negative and positive connotations. There are some of the meanings of color symbolism, which have interpretations in most world cultures.

" Red"	Excitement, energy, passion, love, desire, speed, strength, power, heat, aggression, danger, fire, blood, war, violence, all things intense and passionate
" Pink"	Pink symbolizes love and romance, caring, tenderness, acceptance and calmness
" Beige"	"Beige" and "ivory" symbolize unification. "Ivory" symbolizes quiet and pleasantness. " Beige" symbolizes calmness and simplicity
" Yellow"	Joy, happiness, betrayal, optimism, idealism, imagination, hope, sunshine, summer, gold, philosophy, dishonesty, cowardice, jealousy, covetousness, deceit, illness, hazard and friendship
"Blue"	Peace, tranquility, cold, calmness, stability, harmony, unity, trust, truth, confidence, conservatism, security, cleanliness, order, loyalty, sky, water, technology, depression, appetite suppressant
"Turquoise"	"Turquoise" symbolizes calmness, sophistication, water, a feminine appeal
"Violet"	Royalty, nobility, spirituality, ceremony, mysterious, transformation, wisdom, enlightenment, cruelty, arrogance, mourning
"Lavender"	"Lavender" symbolizes femininity, grace and elegance
"Orange"	Energy, balance, enthusiasm, warmth, vibrant, expansive, flamboyant, demanding of attention
"Green"	Nature, environment, healthy, good luck, renewal, youth, spring, generosity, fertility, jealousy, inexperience, envy, misfortune, vigor

"Brown"	Earth, stability, hearth, home, outdoors, reliability, endurance, simplicity, and comfort
"Grey"	Security, reliability, intelligence, staid, modesty, dignity, maturity, solid, conservative, practical, old age, sadness, boring. Silver symbolizes calmness
"White"	Reverence, purity, birth, simplicity, cleanliness, peace, humility, precision, innocence, youth, winter, snow, good, sterility, marriage (Western cultures), death (Eastern cultures), cold
"Black"	Power, sexuality, sophistication, formality, elegance, wealth, mystery, fear, evil, unhappiness, depth, style, evil, sadness, remorse, anger, anonymity, underground, good technical color, mourning, death (Western cultures)

It should be pointed out that the sense of colors are widely used in every day life of people. To prove this we'll demonstrate this by some well-known facts:

Traffic lights: Red means stop, yellow means caution, and green means go. Yellow signs also warn drivers of upcoming curves, pedestrian crossings, and an animal crossings.

Holidays: Red and green are favorite Christmas colors. Colors of Autumn such as orange, brown, yellow and red are associated with Thanksgiving. But black and orange in connection with yellow and red are associated with Halloween. Pastel colors are used for Easter.

Emotions: Blue is seen as conservative. Red is power and aggression. Brighter color such as yellow and orange represent warmth not only with emotions but also with temperature. Cool colors are blue and green.

Ecology: Obviously green is the major color symbolizing ecology. The new phrase for people or companies who find ways to cut back on electricity, fuel, or things that damage the environment is "going green."

Color in marketing: Manufactures have all sorts of tricks to make us buy their products and it's the color that helps them. The color of covering varies according to what the producers are trying to sell. Most creams are packaged in delicate pastel colors such as pink. Green, yellow and brown are considered to be healthy colors so the manufactures pack so-called “healthy products” in such colored packs. The most expensive cosmetics has gold or silver covering.

Colors are sometimes used in therapy. Colors have a huge effect on people who have brain disorders or who are emotionally troubled. The color blue has a calming effect on many people and lowers respiration and blood pressure. Red has the opposite effect. Some therapists use green to sooth and relax emotionally disturbed people who suffer from depression. Some claim that the violet color helps to low migraine pain but we doubt that claim because it would be used more extensively in the medicine. Yellow helps energize people and relieves depression.

Application of Color Schemes in Architecture. Color scheme should be based upon the certain concept and concept depends upon the nature of space. So, concepts are different for formal space or informal space for example. The orientation of a room, colors of existing finishes and pieces of art in a room should be taken into consideration while planning to make a certain room more comfortable and cosy for living.

The most common rule: people feel more comfortable in a room with light ceiling, medium colored walls and dark floors and it corresponds to the color of sky, foliage and earth respectively.

Color means many different things to different people and cultures. We all have our own favorite colors. People prefer different colors like they adore different foods. Color also represents feelings, people, countries, cultures, and color symbolism. Knowledge of color meanings and it's application could help us to make right choice.

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THE ENLARGEMENT OF THE EUROPEAN UNION

The Enlargement of the European Union is the process of expanding the European Union (EU) through the accession of new member states. This process began with the Inner Six, who founded the European Coal and Steel Community (the EU's predecessor) in 1952. Since then, the EU's membership has grown to twenty-seven members.

Currently, accession negotiations are under way with several states. The process of enlargement is sometimes referred to as European integration. However, this term is also used to refer to the intensification of co-operation between EU member states as national governments allow for the gradual harmonisation of national laws.

To join the European Union, a state needs to fulfil economic and political conditions called the Copenhagen criteria (after the Copenhagen summit in June 1993), which require a stable democratic government that respects the rule of law, and its corresponding freedoms and institutions. According to the Maastricht Treaty, each current member state and the European Parliament must agree to any enlargement.

As Europe approaches the dawn of the third millennium, a look back over the 50 years of progress towards European integration shows that the European Union is a historic success. Countries which were hitherto enemies, today share a common currency, the euro, and manage their economic and commercial interests within the framework of joint institutions.

Europeans now settle their differences through peaceful means, applying the rule of law and seeking conciliation. The spirit of superiority and discrimination has been banished from relationships between the Member States, which have entrusted to the four Community institutions, the Council, the Parliament, Commission and the Court of Justice, the responsibility for mediating their conflicts, for defining the general interest of Europeans and for pursuing common policies.

Economic integration every day highlights the need for and takes people closer to political union. At international level, the European Union is wielding increasing influence commensurate with its economic importance, the standard of living of its citizens, its place in diplomatic, commercial and monetary forums.

The European Community derives its strength from common values of democracy and human rights, which rally its peoples, and it has preserved the diversity of cultures and languages and the traditions which make it what it is. Its transatlantic solidarity and the attractiveness of its model has enabled a united Europe to withstand the pressure of totalitarianism and to consolidate the rule of law.

The European Community stands as a beacon for the expectations of countries near and far which watch the Union's progress with interest as they seek to consolidate their re-emerging democracies or rebuild a ruined economy.

Such developments are momentous in terms of world balance and will have a huge impact on Europe's relations with the United States, Russia, Asia and Latin America.

The future enlargement of the European Union is theoretically open to any European country which is democratic, operates a free market and is willing and able to implement all previous European Union law.

At present, there are five recognised candidates for membership (and one to be approved in December 2011): Montenegro (applied 2008), Croatia (applied 2003), Iceland (applied 2009), Macedonia (applied 2004), Turkey (applied 1987) and also, Serbia (applied 2009). Macedonia, Montenegro and Serbia have not yet started negotiations to join. The other states in the Western Balkans—Albania, Bosnia and Herzegovina and Serbia—have signed Stabilisation and Association Agreements

(SAA) with the EU, which generally precede the lodging of membership applications. Albania (April 2009) and Serbia (December 2009) have already applied for membership, but the European Commission has as of October 2011 only recommended Serbia's official candidate status.

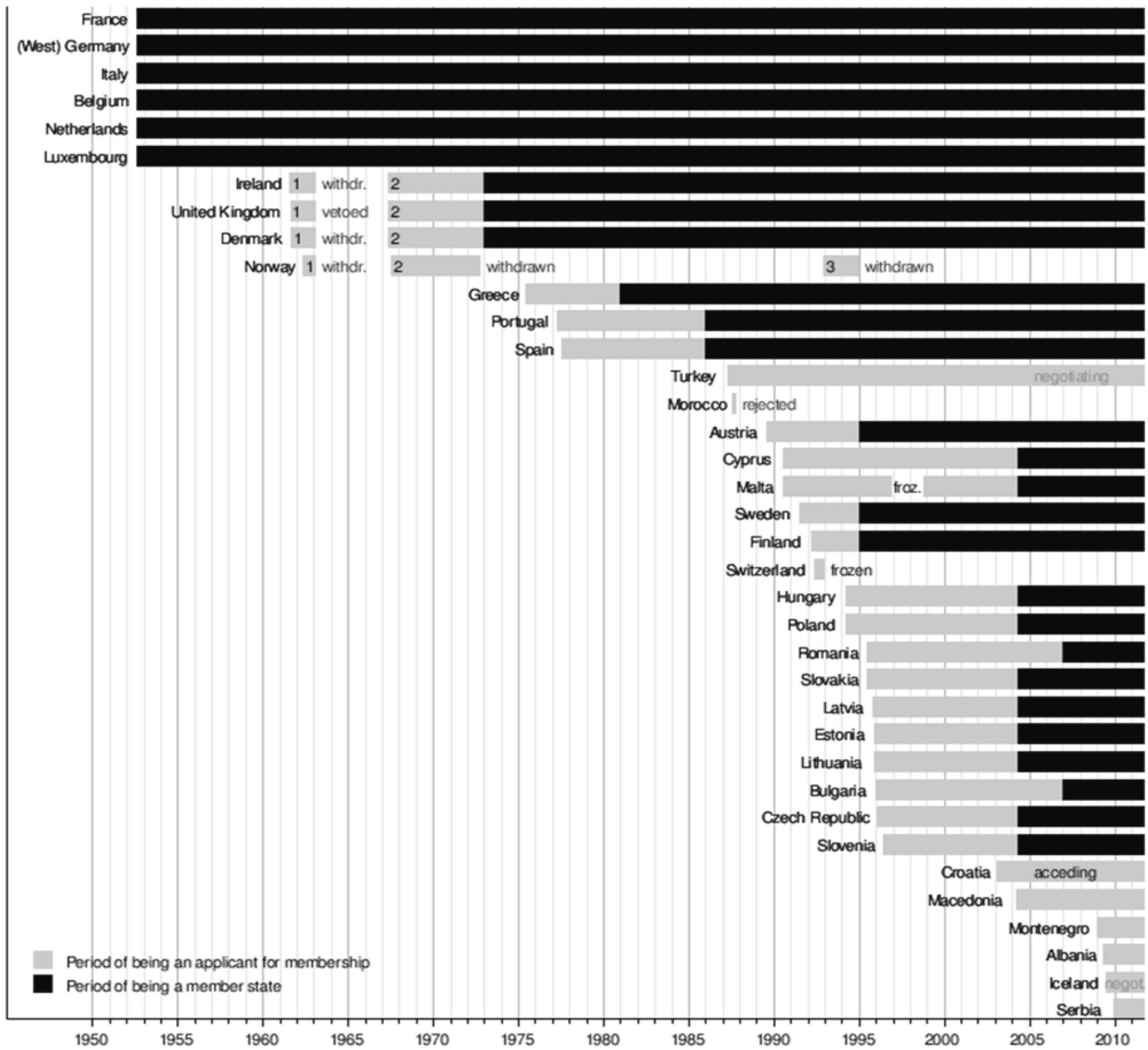

Fig. 1

On Central and Eastern European countries not being parts of the EU, Heather Grabbe (UK) of the Centre for European Reform commented: "Belarus is too authoritarian, Moldova too poor, Ukraine too large, and Russia too scary for the EU to contemplate offering membership any time soon." This was confirmed by a Polish-Swedish authored EU strategy which outlined full integration short of membership being offered to states in the East of Europe but no enlargement perspective offered in the short to medium term.

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LES BASES THEORIQUES DES PROCESSUS D`INTEGRATION DANS LA SOCIETE CONTEMPORAINE EN UKRAINE

Найважливішою ознакою сьогоднішньої дійсності є інтенсивний розвиток інтеграційних процесів на різних рівнях. Поняття «інтеграція» означає цілісність, структуру, досконалість, які стосуються політичних, економічних, соціальних та етнічних процесів. Сьогодні до причин інтеграції відносять технологічну насиченість, наявність природно-ресурсної бази, яка може об`єднати країни різного рівня економічного розвитку, а також територіального розташування. Для визначення дезінтеграційних процесів в Україні необхідна акумуляція зусиль та визначення вектора інтеграції.

L`accroissement du développement considérable économique à l`ère industrielle a conduit à une diversification des relations économiques internationales. A ce stade, le choix des directions du développement économique mondial et national, qui devrait prendre en compte les ressources naturelles limitées, ainsi que l`augmentation du nombre de population est très important. Le développement du niveau de l`éducation et de la science, ainsi-que la qualité du potentiel humain forment des tendances désintégrées.

Le concept «intégration» signifie l`intégrité, la structure, qui se rapportent à l`amélioration des processus politiques, économiques, sociaux et ethniques. L`expérience internationale nous permet d`affirmer que des objectifs tels que la préservation de la paix sur la terre, l`acquisition de l`unité économique commune sont propres à tous les participants du processus d`intégration.

Aujourd`hui, on inclut dans les causes de l`intégration la saturation technologique, la présence de la base de ressources naturelles qui peuvent unir des pays des différents niveaux de développement économique différents et, surtout, de l`emplacement territoire.

La croissance rapide des blocs d`intégration économique est une reflet de l`accélération du développement de la division internationale du travail et de la coopération industrielle internationale. Avec l`approfondisement de la coopération internationale, les sociétés transnationales se forment, elles organisent la production à l`échelle internationale et gèrent le marché mondial [2].

A une certaine organisation et une certaine technologie du processus de production les coûts moyens à long terme sont réduits confermement à l`augmentation de la production dont le résultat est l`économie de production de masse. Par conséquant, les pays peuvent bénéficier des relations commerciales spécialisées dans les domaines où l`effet de la production de masse peut se produire.

Les plus grands et les plus actifs blocs d`intégration sont presentés dans le tableau 1: l`Union européenne (l`UE), l`Accord de libre-échange nord-américain (l`ALÉNA), la Communauté des États indépendants (la CEI) et la Coopération économique pour l`Asie-Pacifique (l`APEC). La proximité des niveaux du développement économique et le degré de la maturité de marché des économies des pays intégrants contribuent avant tout à la création des communautés d`intégration. La proximité géographique des pays ayant une frontière commune et les liens économiques développées historiquement peuvent également servir des bases de l`intégration.

Tableau 1. La caractéristique comparative des indices des plus grands blocs d`intégration

Indices	UE	CEI	ALÉNA	APEC
Surface, km^2	4 324 782	22 100 000	21 293 000	63 221 129
Nombre de pays	27	11	3	21
Population, mln.d`hab.	501,1	278	456,6	2,758.8
PIB, mlrd. $	0,16.68	3124, 69	17,112.00	41,205.81

L`Ukraine est toujours dans la phase industrielle du développement, qui a des caractéristiques telles que: la formation d`une nation politique, le manque de la société civile, la primauté des principes de centralisation et de l`unitarisme, les méthodes violentes de résolution des conflits. Et pour surmonter les processus de désintégration il est nécessaire d`accumuler des efforts et de déterminer l`intégration du vecteur. Grâce à la coopération avec les pays de la CEI et, surtout, avec la Russie, l`Ukraine a une opportunité de développement économique plus actif [4].

Dans la politique ultérieure de l`intégration de l`Ukraine on doit être conscient que l`entrée dans le système européen sous l`influence des facteurs externes et internes est accompagnée par une grande disparité dans notre pays par rapport aux États membres de l`UE. C`est à ce stade, que est l`intégration de l`Ukraine dans l`UE est impossible, où les pays membres sont unis en premier lieu, sur la base économique. Mais même les facteurs externes (tels que les différences technologique) ne peuvent pas fondamentalement rompre le lien de la CEI, en particulier ceux de la Fédération de Russie et de l`Ukraine. En même temps, leur interaction à ce stade devrait avoir un nouveau caractère [1].

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CUSTOMS AND TARIFF REGULATION IN UKRAINE: PROGRESS, PROBLEMS AND PERSPECTIVES

Дана стаття присвячується митно-тарифному регулюванню України. Детально освячені досягнення, проблеми та перспективи в цій сфері завдяки приєднанню України до СОТ та підписання угоди про створення поглибленої зони вільної торгівлі з ЄС. Метою роботи є порівняльний аналіз змін у митно-тарифному регулюванні за останні роки та виявлення впливу цих змін на економіку України в цілому. Особливу увагу приділено зміні імпортних та експортних ставок мита.

The importance of customs and tariff regulation for the country is quite obvious: effective tariffs lead to competitive prices, and these prices, in turn, affect the volume of external trade. For such a situation to occur, countries make different decisions. For Ukraine, it has taken two very important steps in this direction: accession to the WTO and creation of DCFTA with EU countries.

At this point in time two important issues exist for Ukraine: firstly, what changes are there in Ukrainian customs system after accession to the WTO and secondly, what changes Ukraine is to anticipate after signing an agreement of creating Deep and Comprehensive Free Trade Area with EU countries.

Ukraine became the 152nd member country of the WTO on the 16th of May 2008. WTO accession has put Ukraine in the spotlight with new opportunities for trade expansion, but that means subordination of the customs system in Ukraine to the entire WTO customs system. WTO accession has led to significant reforms to conform to WTO rules and commitments. While these reforms lower trade barriers, they will also mean new laws, processes, and procedures for businesses [4].

On WTO accession, Ukraine implemented various WTO agreements relating to the trade in goods, such as the WTO Customs Valuation Agreement and Rules of Origin Agreement. That means that all customs procedures have to be conducted in accordance with these documents. Ukraine has committed to eliminate and not introduce, re-introduce, or apply quantitative restrictions on imports or other non-tariff measures. Ukraine now uses the harmonized tariff system, replacing the Ukrainian Foreign Economic Activity Commodity Classification (UFEACC), and applies the privileged (most-favored nation or MFN) rate of import duty to all goods originating from WTO member states [2].

In many instances, significant duty reductions have already taken place, with additional gradual reductions to follow. For instance, import duty rates on cars and agriculture machinery older than 8 years decreased from 25% to 10% as of the date of WTO accession. Moreover, they are subject to decrease gradually from 10% to 5% (1% every year for five years after accession). Now, in 2011, they're 7%. Alcoholic drinks and rubbing alcohol, these articles are imported at a 0% rate now. Import duties for yachts, row boats, canoes and other swimming facilities for recreation or sports have decreased for 3,5% after 3 years of accession.

Table 1. Import Duty Rates Reduction after Accession to the WTO

	Before accession, 2008	**After accession, 2011**
Cars and agriculture machinery (8703 23 11 10, 8703 23 11 30, 8703 24 10 00)	25%	7%
Alcoholic drinks and rubbing alcohol (2205-2208)	0,4-5%	0%
Yachts row boats, canoes and other swimming facilities for recreation or sports (8903 92 10 00)	12%	8,5%

During these years Ukraine reduced export tariffs on sunflower seeds, live cattle and animal skins, ferrous and non-ferrous metal scrap. The tariff for ferrous metal scrap and waste in 2014 will be €10 per ton according to a final binding rate. For live stock export duty rate will fall 5% annually till it reaches a rate of 10%. For flaxseeds and sunflower seeds it will be 10% in 2012. The tariff for non-ferrous metal scrap and semi-finished goods will be reduced by 3% yearly to a final 0% rate and for animal hides – 1% annually to a final 20% rate [3].

Restriction measures, including export licensing requirements, are to be applied in conformity with WTO rules. After accession export bans on non-ferrous metal scrap were eliminated and Ukraine removed export restrictions on grains, as well as on precious metals and stones other than gold, silver, and diamonds [5].

Positive effects of these changes include: the growth of foreign investment, decreased export/import duties, harmonization of Ukrainian national certification standards with those of international and European.

The following problems are inherent in these changes: removal of import restrictions leads to saturation of the Ukrainian market by different products, both of high and low quality, but it causes injuries to domestic producers as well, the

Ukrainian market has become more open and vulnerable to the challenges and risks of the environment, so the problem of economic and trade security in the WTO, and now in DCFTA, is very acute for Ukraine.

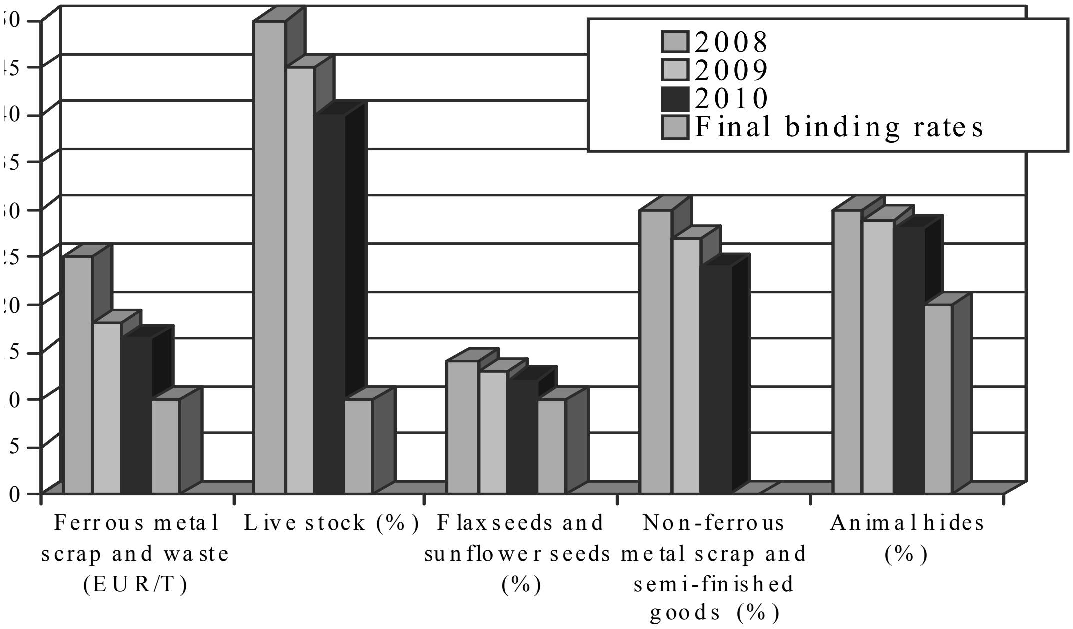

Fig. 1. Export Duty Reduction after Accession to the WTO

So, the EU was a strong proponent for Ukrainian WTO membership. Building on that membership, the EU and Ukraine immediately launched negotiations for an agreement on a deep and comprehensive free trade area (DCFTA). As part of the future Association Agreement, the DCFTA is designed to deepen Ukraine's access to the European market and to encourage further European investment in Ukraine.

The last round of negotiations took place on 20 October 2011. It is the first of a new generation of deep and comprehensive FTA, covering all trade-related areas (including services, intellectual property rights, customs, public procurement, energy-related issues, competition, et cetera) and also tackling the so-called "beyond the border" obstacles through deep regulatory approximation with the trade-related EU acquis.

The importance and necessity of creating DCFTA with EU is in the fact that the EU is Ukraine's foremost commercial partner and accounts for about one third of its external trade. Moreover, the EU is the major investor. The share of FDI in Ukrainian economy from EU accounts more than 80%. And also the EU is a major recipient of Ukrainian investments. More than 90% of them go to EU [7].

So the changes in duty rates after the WTO accession have been highlighted and here are significant changes in tariffs after signing an agreement of creating DCFTA:

- it was agreed that 45000 of European cars will be imported duty-free. Restriction measures may be applied only in case if the share of European cars is more than 20%.

- duty rate for metal exported to the EU countries is 5% less than that of the WTO member countries [6].

Ukraine can leverage the experience and knowledge of its European neighbors, and, because of this added advantage, modernization of customs control procedures and a complete transition to Western standards is feasible within 5 years. "Customs 2013" runs from 1 January 2008 to 31 December 2013 and provides a legal and financial base for reinforcing security and safety within the Community and at the external border, strengthening the fight against fraud and protecting the financial and economic interests of the Community and Member States, increasing the competitiveness of European business by speeding up customs procedures partially through the creation of a European paperless electronic customs environment. Customs systems supply pan-European e-government services which facilitate imports and exports by reducing costs and coordinating procedures. They also provide for the exchange of data between the customs administrations of the Member States, traders and the Commission [1].

Conclusions:

- The government should take such steps that are not inconsistent with WTO and DCFTA rules, and, at the same time, do not cause injuries to domestic producers.
- The positive effect of the accession will be in the long run, however, it is necessary to consolidate all the participants of foreign trade to improve the competitive position of our country in the world market, taking into account the opportunities of WTO and DCFTA membership.
- In general, WTO accession and creating of DCFTA with EU countries have brought Ukraine to a new level. Now the main task of government is to extract all the benefits and bring all the possible negative effects to a minimum.

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MORPHOLOGISCHE UND SYNTAKTISCHE MÖGLICHKEITEN BEI ANGLIZISMEN

Робота присвячена наслідкам європейської інтеграції – впливу англіцизмів в тезаурусі німецької мови на морфологію, синтаксис та збагачення сучасної лексики німецької мови. Наведено приклади можливого вжитку англіцизмів-іменників, прикметників, дієслів та дієприкметників, а також впливу англійських патернів та запозичень на побудову речень в сучасній німецькій мові.

Es werden Verfahren dargestellt, mit denen englische Entlehnungen an das deutsche phonologische und flektivische System und an die Schreibung des Deutschen angepasst werden. Man spricht von *Vollintegration*, wenn die Entlehnung die größtmögliche Einbürgerung in das Sprachsystem der Nehmersprache zeigt.

1. Morphologie

Grundsätzlich werden vornehmlich Hauptwortarten wie Verben, Adjektive und vor allem Substantive aus dem Englischen übernommen. Neben der vollständigen Übernahme gibt es hauptsächlich die folgenden zwei Möglichkeiten der Wortbildung, bei der englische Lexeme ins Deutsche integriert werden:

1. Die Komposition, bei der englische Lexeme mit deutschen oder englischen Lexemen kombiniert werden,

2. die Derivation durch Adaptionselemente, bei der durch Affigierung (Anfügen von Affixen) ein fremdes Wort in eine best. Wortart oder Wortklasse (mit dazugehöriger Flexion) überführt wird.

Auch kann eine Anpassung durch Lautsubstitution erfolgen:

Das englische Wort, welches Laute enthält, die in der Nehmersprache nicht vorkommen, wird lautlich angepaßt,

z.B. service -> servis, abturnen -> abtörnen, stike -> Streik (nach der neuen Rechtschreibung legitim).

Substantivbildungen

Es gibt eine Reihe von Mischkomposita, bei denen es sich um entlehnte Zusammensetzungen handelt, z.B. **Songwriting, Bonehead,** oder um Komposita aus fremden und eigenen Anteil, z.B. hybride Bildungen wie **Haarspray, Popsänger, Kneipenflirt, Kuh-Look.** Weiterhin können Substantive gebildet werden mit aus dem engl. stammenden Präfixen und „combining forms", **z.B. Ex-Frau, Afro-Look.**

Sehr häufiges Vorkommen haben Täterbezeichnungen als Ableitung vom englischen Substantiv mit Suffix –er, **z.B. Rapper, Kidnapper** mit dazugehöriger Verbform: **rappen, kidnappen.**

In der Umgangssprache sind Kurzformen z.B. Übernahmen oder Wortbildungen mit –i, -ie oder –o-Suffix als englische Ableitung sehr verbreitet: **Bulli, Brummi, Softie, Hippie, Teenie, Prolo, Fascho.**

Die Genuszuordnung bei Substantiven folgt in der Regel dem Genus der nächsten deutschen lexikalischen Entsprechung: **das Tape (das Tonband), der Fun (der Spaß).** Bei den Pluralbildungen wird das englische Plural-s übernommen: **die Songs, die Bands.** Bei Substantiven auf –er erfolgt die deutsche Pluralbildung mit Nullmorphem: die **Raver, die Rocker, die Punker (auch Punks).** Weibliche Täterbezeichnungen können auch modifiziert werden mit der Endung „-in" (Plural: „-innen"): **Raverin, Punkerin.**

Adjektivbildungen

Sehr häufig sind direkte Adjektiv-Übernahmen ohne Anfügung, z.B. **heavy, cool, clever, easy, happy**, meist mit der dazugehörigen deutschen Flektion: **clever, am cleversten; cool, cooler, am coolsten; groovig, grooviger, am groovigsten.**

Häufig sind auch Ableitungen von englischem Substantiv zum deutschen Adjektiv mit dem Suffix –ig: **Grunge -> grungig, Freak -> freakig, Space -> spacig, ebenfalls in flektierter Form.** Adjektiven mit –ig-Suffix angepasst: **tricky -> trickig, funky -> funkig, groovy -> groovig.**

Verbbildung

Üblicherweise werden engl. Verben mit dem detschen Suffix der Infinitivform angepasst (mit der damit verbundenen Möglichkeit der Flexion): **z.B. „-ieren" -> to involve zu involvieren, to realize zu realisieren, to legalize zu legalisieren; und „-en" -> to check zu checken, to beam zu beamen, to load zu loaden.** Auch möglich ist eine Ableitung vom englischen Adjektiv zur deutscher Verbform mit der Infinitiv-Endung **–en: top -> topp**en: „Das ist nicht mehr zu toppen!".

Beim Perfektpartizip ist sowohl die Anfügung des Präfixes „ge“- und der Endung „-t“ als auch die hybride Schreibung „ge-(e)d“ möglich: **getuned, geouted.**

Geläufig sind auch Modifikationen oder Kompositionen von Verben durch Anfügung von Präfixen: **ausflippen von flip out**, ab-, an-, -durch-, verchecken von **check, abrocken, abgrooven, reinpowern, antesten.**

2. Syntax

Auf syntaktischer Ebene lassen sich englische Wörter u.a. aufgrund ihrer Flektionsmöglichkeiten problemlos ins Deutsche einfügen.

Es finden sich außerdem zahlreiche **Lehnwendungen** wie „Das ist nicht mein Ding“ und die im Deutschen gängigen Imperativformen „Vergiß es“ von „forget it“ und „Laß uns“ von „let us“. **Neue Wendungen** entstehen häufig durch Kombination mit einem englischen Element: **Pep im Blut, Speed machen, nicht ganz fit sein.** Bezüglich der Grammatik und der Phonologie werden v.a. in der Jugendsprache häufig nicht-standarssprachliche Merkmale und Schreibweisen aus dem Englischen übernommen: **gimme (give me), ain`t (isn`t / haven`t), groovin` (grooving), Nigga (Nigger), Bruda (von Bruder), tuff (tough), thanx (thanks).**

In der Zeichensetzung wird bei den Pluralformen gelegentlich das (auch im Englischen) nicht-standardsprachliche Apostroph übernommen: **die CD`s, die Jung`s**.

Zusammenfassend läßt sich sagen, daß eine leichte Integration der Anglizismen ins Deutsche unter morphologischen syntaktischen und Gesichtspunkten möglich ist. Dies ist erklärbar aufgrund der Änlichkeit der beiden Sprachsysteme. Es kann bestätigt werden, daß sich der deutsche Sprecher bei der Verwendung von Anglizismen zum größten Teil an das deutsche Wortbildungsmuster hält.

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EUROPEAN UNION

Наведено основні відомості про Європу та Європейський союз.

After World War II a number of countries in Western Europe began to cooperate more closely with each other. Then in 1957 the European Economic Community commonly known as the Common Market, was founded by the Treaty of Rome. The first six members of the European Community were France, Germany, Italy, Belgium, Netherlands and Luxembourg. Goods could be sold between these six countries without extra import taxes and people were free to take jobs in any of the other countries.

In order to make decisions and administer the Community, new institution had to be set up. By 1967 there was a Council of Ministers, a Commission, a European Parliament and a Court of Justice. The Council of Ministers was made up of ministers from each country's government. It has the final say on the policies and programmes of the Community. The Commission is made up of two people from each larger country and one from each smaller country. They take decisions on routine matters and propose new laws.

From l973 to 1986 Denmark, the Irish Republic, the United Kingdom, Greece, Spain and Portugal joined the Community. So it increased from the original six to twelve member states. In 1987 these twelve member states passed the Single European Act. This meant that from the end of 1992 money, goods, services and people could move Freely within the Community without customs and other controls at the frontiers. Any citizen of a member state can start a business, hire workers and sell product as easily in another member country as in his own. Workers are able to use their skills to find jobs anywhere throughout the Community.

For many people the main purpose of the European Community is to create a continent whose countries need never go to war with each other again, because Europe is our common home.

The establishment of the EU intended to work toward common goals of European countries. This free trade zone or economic community was and is very successful which seeks special purposes such as political dialogue, free trade and freedom of movement, economic, financial, and cultural cooperation. Special attention was focused on the trade laws, regulations, and other issues (Kotler, 1999, p. 371).

The key objectives are to keep market open, ensure fair trade, enforce the legislation objectively and transparently, ensure trade partners respect WTO legislation, and promote improvements to the system (European Union). The EU provides sovereignty to its Members to act as independent ones on behalf of the EU or in other words to welfare and interest of the Union as a whole (European Union).

Today the EU is one of the influential and largest trade blocs or single markets that includes 15 member countries. Those 15 member countries totally have more than 370 million consumers and account for 20% of the world’s exports. The EU is going to enlarge and accept 13 European countries. The EU also intended to improve the relations with non-member countries and for this purpose it planed to develop special policies on trade with nonmember countries (Kotler, 1999, p. 371).

Nowadays, the EU is on the 5th place ahead of the US and Japan. The EU is the leading player in international market (European Union).

Today European Union is the leader in the international trade and with its member countries it makes up the fifth of the world trade. The EU had 4 trade defense instruments, which enables the EU to achieve its objective related with economic and social progress. Also this will lead the assertion of the EU's role in the world. Those instruments are the followings:

1. Anti-dumping policy, which had the meaning of taking steps to stop the process which enables the exporters to bring goods at such a price which is lower compare with the prices of the goods in the domestic market.
2. Anti-subsidy policy that intended to restrict or fully eliminate the imports of those goods that in the third country of origin had low prices. Those prices are artificially kept low by public subsidies.
3. Regulations on trade barriers – above mentioned policies resulted reinstating temporary custom duties on the imports that are in the question.
4. Protective measures – if the amount of the imported goods increases very rapidly which hurt the national producers, there should be undertook protective measures such as restricting the imports.

The EU to make the integration more efficient uses these trade defense instruments. Since today they achieved stability, peace and economic prosperity. These resulted in the raise of living standards, building an internal market, launch the euro, and the strengthening the Union's voice in the world (European Union).

Today the EU has 15 members counting more than 370 million consumers, which account about 20% of the world exports. Later on the EU's mission is to enlarge and include more nations. Today there are 13 candidate countries that will increase the number of Member countries to 28, which will have totally 450 million consumers (Kotler, 1999, p. 371).

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LES PARTICULARITES DE LA COLLABORATION ENTRE L'UKRAINE ET L'UNION EUROPEENNE DANS LE CADRE L'ENSEIGNEMENT DANS LES PAYS QUI NE SONT PAS MEMBERS DE COMMUNAUTE EUROPEENNE

Із здобуттям незалежності, Україна проголосила багатовекторність у зовнішній політиці, що означає не тільки економічну та політичну співпрацю з різними країнами, а й соціально-гуманітарну. Останнє десятиліття ознаменувалося інтенсивною співпрацею України з ЄС, особливо в сфері отримання освіти. Навчання, стажування та дослідницька робота за кордоном збагачує індивідуальний досвід людини, надає їй можливість дізнатися більше про інші моделі створення та поширення знань, дозволяє їй розширити мережу контактів і спілкування і поглибити знання іноземних мов. Серед основних програм, організованих Європейським Союзом можна виділити наступні: Tempus, Erastmus Mundus, Програма «Молодь», Акція Жан Моне.

A cette époque-la quand l'Ukraine est devenue un pays indépendant, elle a exclamé le parcours multidirectionnelles. Ça ne signifie pas seulement le développement dans les domaines économiques et politiques, mais aussi bien dans les domaines sociales et humanitaires. Les dernières dix années c'était la période très intensive dans la collaboration entre l'Ukraine et l'Europe, en particulier dans l'enseignement. Pour les étudiants, qui font leurs études en Ukraine, la Communauté Européenne donne de grandes possibilités pour améliorer leur qualification, obtenir un diplôme universitaire, participer aux échanges bilatérales etc. Il y a un élement très important – la chance de bénéficier des bourses d'études données par les ambassades.

Les étudiants ukrainiens et les professeurs sont orientés à l'obtention de la formation et de l'experience européenne. L'éducation, le stage et les recherches à l'étranger enrichissent l'acquis individuelle des gens, donnent la possibilité d'apprendre plus sur d'autres models de la création et du développement des études. Ça permet d'élargir le réseau de contacts et communications, et bien sûr d'ameliorer la connaissance des langues étrangères.

Actuellement, la plupart des étudiants tâchent d'acquérir la formation à l'étranger pour appliquer à l'avenir les connaisanses acquis afin d'améliorer la positision interieure de leur pays à l'avenir. Les étudiants essayent de faire leurs études dans les universités européennes reconnues dans le monde entier, dont les pays d'origine sont les premiers acteurs sur l'arène internationale.

Premiérement, ça concerne le processus de l'enseignement. Il y a les documents clés qui consolidènt les relations entre l'Ukraine et l'UE dans le domaine sociale et humanitaire, comme les autres parcours de collaboration. Ce sont l'Accord de parteneriat et de coopération (signé en 1994) et Le Projet d'intention entre l'Ukraine et l'UE (signé en 2005). Le 19 mai 2005 dans la ville de Bergen à la conférence des ministres des pays européens l'Ukraine a rejoint le Processus de Bologne, elle a commis de faire des changements dans la système national de la formation et rejoint le travail pour déterminer les priorités dans le processus de création de l'espace européen uni dans l'enseignement supérieur.

Aujourd'hui, l'Union Européenne crée et finance un grand nombre de programmes et initiatives du support de l'éducation et de la formation, qui ont une dimension internationale. Chaque programme a des caractéristiques spécifiques, mais il y a beaucoup en commun entre les programmes, parce qu'ils ont le but principal – la réalisation du développement du potentiel humain – c'est l'un des valeurs exclamées par l'Union Européenne. Parmis ces projets européens on peut souligner les suivants: Tempus, Erasmus Mundus, le programme «Les Jeunes», Action de Jean Monnet.

Tempus – est le programme initiée par l'UE pour moderniser le système de l'enseignement supérieur dans les pays partenaires des Balkans occidentaux, de l'Europe de l'Est et de l'Asie centrale, de l'Afrique du Nord et du Moyen-Orient. Ce programme est orienté sur l'approfondissement de la collaboration dans le domaine de l'enseignement supérieur entre l'Union Européenne et les pays partenaires dans son voisinage. L'Ukraine a signé le contrat du programme Tempus en 1993. A cette époque-là, le programme Tempus a eu l'orientation à l'amélioration du management dans les établissements d'enseignement, le renouvellement ou le développement de nouveaux programmes et, bien sûr, à la formation pour les professeurs.

Depuis 2007 Tempus est une composante des stratégies globales de la Communauté Européenne. Dans le programme Tempus IV il y a trois parcours principaux de la réformation de l'enseignement supérieur, qui correspondent aux tâches du programme d'éducation de l'UE et au réglements du Processus de Bologne:

1. La modernisation du programme d'études;
2. L'amelioration des processus de management et de gestion dans l' enseignement supérieur;
3. Le renforcement des liens entre l'éducation et la société (de la société civile, du marché du travail etc);

Au total, le programme européen Tempus est un programme de la collaboration, de l'échange des étudiants et des enseignants entre les universités, dont le but principal c'est contribuer à l'amélioration du programme d'études dans les pays-partenaires par une coopération durable avec les partenaires des pays, qui ne sont pas membres de l'Union Europeénne.

Particulierement pour l'Ukraine, la Moldavie, la Biélorussie et les pays, qui ne sont pas membres de l'UE, la Communauté Européenne a crée un nouveau programme d'enseignement Erasmus Mundus en 2004. Dans le cadre de ce programme, les étudiants qui ont le diplôme de bachelier et les chercheurs ont une possibilité de toucher des bourses de l'Union Européenne pour continuer leurs études ou pour réaliser les recherches dans les pays européens.

La deuxième étape du programme Erasmus Mundus II ayant lieu actuellement est fourni pour les années 2009-2013. Le budget total est de 439,69 millions d'euros. Dans cette péiode l'UE va augmenter le support des étudiants et des enseignants talentieux dans les pays hors de l'UE. La Communauté Européenne va leur attribuer les subventions pour participer dans les programmes communs en Europe. Ainsi l'UE va élargir l'echelle du programme jusqu'au niveau de préparation les doctorats et va augmenter le support financier pour les étudiants [2].

Après le concours d'Erasmus Mundus de l'années d'études 2010-2011 28 étudiants ukrainiens ont été recommendés à l'obtention des bourses. Il y a 104 étudiants qui ont été inclus dans la liste d'attente, qui auraient une chance de toucher la bourse au cas de refus d'un candidat de la liste de base. Le séminaire d'orientation pour les étudiants boursiers d'Erasmus Mundus a déja été organisé plusieurs fois en Ukraine par la délégation de l'UE [2].

L'objectif principal du programme «Les Jeunes» est l'expansion des opportunités des jeunes gens pour ouvrir l'Europe unie pour eux-mêmes, la participation active dans sa reconstruction et l'obtention de la citoyenneté européenne consciente. «Les Jeunes» – est un nouveau programme pour les jeunes gens de l'UE, Il est héritier des derniers programmes «Les Jeunes pour l'Europe» et «Les Jeunes» il va être mis en œuvre pendant 2007-2013. Les leaders de la jeunesse, les employés des organisations et des institutions, qui travaillent avec les jeunes gens, ont une possibilité d'élever leur niveau professionnel grâce aux formations et aux autres mesures. Ils sont destinés à l'ajustement du parteneriat, à l'augmentation de la qualité des projets realisés et à l'approfondissement de leurs connaissances dans les domaines différents de travail des jeunes.

Peu connu à la communauté estudiantine, mais très efficaces c'est Action de Jean Monnet (nommé par l'un des fondateurs de l'UE, le premièr président d'Organe suprême de la communauté européenne du charbon et de l'acier) a premièrement été initiée en 1990 à la demande des universités pour mettre en œuvre les coursus et les disciplines dans les établissements d'enseignement ukrainiens sur les questions de l'intégration européenne. Dans le cadre de cette action la Commission Européenne donne de l'argent aux universités pour commencer l'enseignement des disciplines, qui se connectent avec l'intégration européenne et le développement de l' activité scientifique. Les disciplines concernent la construction de la société européenne, les droits européens, l'économie européenne, la politique européenne, l'histoire de l'intégration européenne.

Alors, en concluant, il faut définir, que la coopération culturelle et sociale entre l'UE et l'Ukraine est le facteur stabilisant et important du développement de notre État au moment de la formation d'Ukraine comme un pays independent. Sans ce support, par exemple, les investissements directs, les crédits, les bourses et la possibilité pour les étudiants ukrainiens de faire leurs études dans les universités européennes, le développement social et la politique seraient considérablement plus modestes. Ça dépend essentiellement d'intérêt de l'integration de l'Ukraine à la Communauté Européenne.

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ISSUES OF EUROPEAN SOCIAL, CULTURAL, POLITICAL AND ECONOMIC INTEGRATION

Темою даної роботи є загальне вивчення та розглядання: зони вільної торгівлі, митного союзу, фінансового союзу, освіти, здоров'я та право голосу.

European integration is the process of industrial, political, legal, economic (and in some cases social and cultural) integration of states wholly or partially in Europe. European integration has primarily come about through the European Union and the Council of Europe.

The European Union operates a single economic market across the territory of all its members, and uses a single currency between the Eurozone members. Further, the EU has a number of economic relationships with nations that are not formally part of the Union through the European Economic Area and custom union agreements.[1]

1. Free Trade Area

The creation of the EEC eliminated tariffs, quotas and preferences on goods among member states, which are the requisites to define a Free Trade Area (FTA).

Further, many Balkan states have signed a Stabilization and Association Agreement (SAA) with FTA provisions (such as Albania (signed 2006), Croatia (2005), Montenegro (2007), Macedonia (2004), Bosnia and Herzegovina and Serbia (both 2008, entry-into-force pending). In 2008, Poland and Sweden proposed the Eastern Partnership which would include setting a FTA between the EU and eastern countries such as Armenia, Azerbaijan, Georgia, Moldova and Ukraine.

2. Customs Union

The European Customs Union defines an area where no customs are levied on goods travelling within it. It includes all European Union member states. The abolition of internal tariff barriers between EEC member states was achieved in 1968. Andorra and San Marino belong to the EU customs unions with third states. Turkey is linked by the European Union-Turkey Customs Union.

3. Fiscal Union

There has long been speculation about the possibility of the European Union eventually becoming a fiscal union. In the wake of the European sovereign debt crisis, calls for closer fiscal ties, possibly leading to some sort of fiscal union have increased; though it is generally regarded as implausible in the short term, some analysts regard fiscal union as a long-term necessity. While stressing the need for coordination, governments have rejected talk of fiscal union or harmonization.

4. Education

The Bologna declaration was signed in 1999 by 29 countries, all EU members or candidates at the moment (except Cyprus which joined later) and three out of four EFTA countries: Austria, Belgium, Bulgaria, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, and United Kingdom. Croatia, Cyprus, Liechtenstein, and Turkey joined in 2001. In 2003, Albania, Andorra, Bosnia and Herzegovina, the Holy See (a Council of Europe permanent observer), Macedonia, Russia, and Serbia signed the convention. Armenia, Azerbaijan, Georgia, Moldova and Ukraine followed in 2005. Montenegro joined in 2007. Finally, Kazakhstan (not a member of the Council of Europe) joined in 2010. This makes a total of 47 member states.

5. Health

The SOS project, also known as Smart Open Services, aims to promote free movement of patients. It will allow health professionals to electronically access the data from patients from another country, to electronically process prescriptions in all involved countries, or to provide treatment in another EU state to a patient on a waiting list. The project has been launched by 12 EU states, including Austria, Czech Republic, Denmark, France, Germany, Greece, Italy, the Netherlands, Slovakia, Spain, Sweden, and the United Kingdom.

6. Visa policy in EU

European Union has visa-free regime agreements with some European countries outside EU and discussing such agreements with others; Russia, Ukraine, and Moldova. Matters concerning Turkey have also been debated. Ireland and the United Kingdom maintain independent visa policies in the EU.

So, there is no fixed end result of the process of integration. Integration and enlargement of the European Union are major issues in the politics of Europe, each at European, national and local level. Integration may conflict with national sovereignty and cultural identity, and is opposed by eurosceptics.[2]

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CHINA. THE SLEEPING GIANT IS AWAKE

Розповідається про прямі іноземні інвестиції, як про один з головних чинників потужного економічного росту Китаю. Досліджено також і інші економічні фактори, які сприяли стабільному і стрімкому економічному росту країни з початку 1980-х років.

In the modern era, China's influence in the world economy was minimal until the late 1980s. At that time, economic reforms initiated after 1978 began to generate significant and steady growth in investment, consumption and standards of living [1]. China requires special consideration for a number of reasons: it is the most populous country in the world, with over 1.3 billion citizens; it is the world's second-largest country by land area, ranks since 2010 as the world's second largest economy after the United States, projected to become the largest economy in 2040 [2]. It has been the world's fastest-growing major economy, with consistent growth rates of around 10% over the past 30 years. China is also the largest exporter and second largest importer of goods in the world. According to China's official statistics, the poverty rate fell from 53% in 1981 to 2.5% in 2005. However, in 2009, as many as 150 million Chinese were living on less than $1.25 a day [3].China has increased its import and export over the years. Its total value of import and export reached 2007 2.174 trillion USD.

The main reasons for export growth were: resource independence, low labour costs, improving quality, historically formed mentality based on the communism ideas modified under the influence of the capitalist world, heavy utilization of inward FDI contributed to improvements in design, technology and expertise available to Chinese firms, rise of private entrepreneurial enterprises after the economic reform.

The main reasons for import growth were: increase of leaving standards, increasing demand for internationally branded goods, easing of tariff levels and restrictions following WTO entry (World Trade Organization (WTO) membership since Dec 2001) [4].

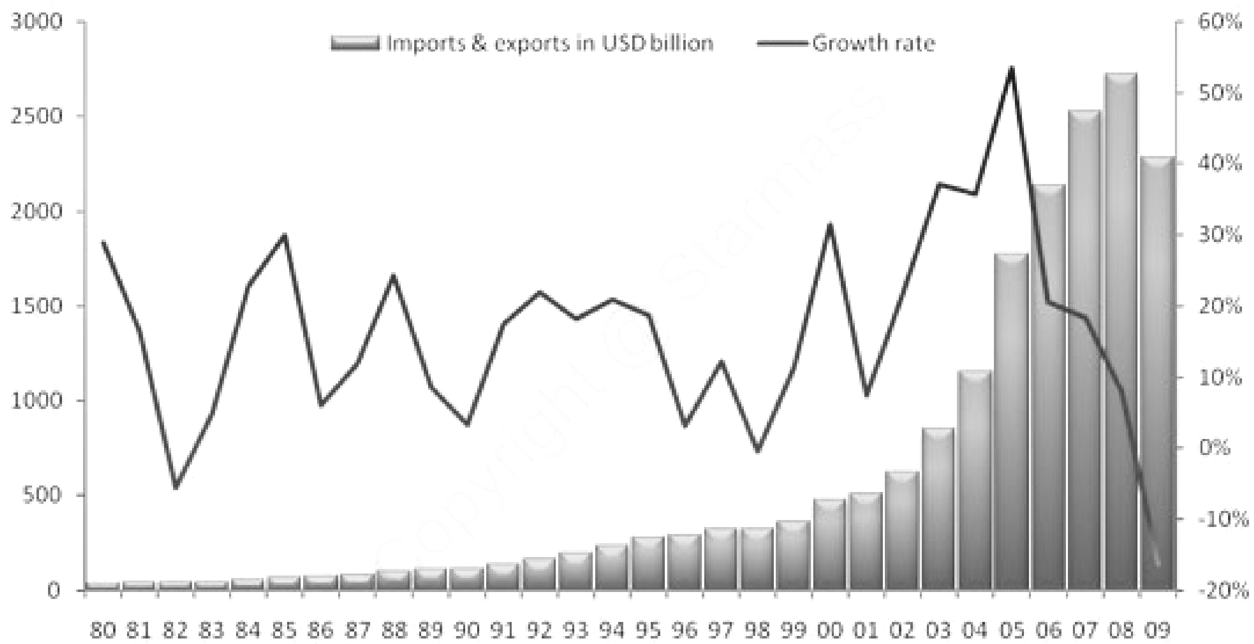

Fig. 1. Rise in china's external trade, 1980–2009

Since the early 1990s, the government has allowed foreign investors to manufacture and sell a wide range of goods on the domestic market, eliminated time restrictions on the establishment of joint ventures, provided some assurances against nationalization, allowed foreign partners to become chairs of joint venture boards, and authorized the establishment of wholly foreign-owned enterprises, now the preferred form of foreign direct investment. FDI into China that had increased dramatically since 1993 reached USD72.4 billion in 2005 [5].

China is the largest FDI recipient among developing countries since 1993 until now. A decision was made in 1978 to permit foreign direct investment in several small "special economic zones" along the coast [6]. The importance of this fact can scarcely be overestimated. In the early 1980s steps were taken to expand the number of areas that could accept foreign investment with a minimum of red tape, and related efforts were made to develop the legal and other infrastructures necessary to make this work well [7].

The inward FDI was an impact for the whole economy, this served as a pre-requisite for enhancing growth, productivity, stimulating domestic investment, employment generation, skill upgrading, technology transfer, increased competition (also of domestic firms) and competitiveness, increased foreign trade. This additional effort resulted in making 14 coastal cities and three coastal regions "open areas" for foreign investment. All of these places provide favoured tax treatment and other advantages for foreign investment. Laws on contracts, patents, and other matters of concern to foreign businesses were also passed in an effort to attract international capital to spur China's development. For example: 280,000 foreign-funded firms account for 28.6% of total industrial output value in 2005, employ 25 million people, generate 20.7% of the country’s total tax revenue, 58.9% of China’s total imports and exports. So we can conclude that FDI was one of the main causes of rapid economic growth.

But favourable conditions for foreign investment are not the only factor in the success of China. We often read that gradualism was the another key to China’s successful transition from Marx to the market; many accounts laud Beijing for eschewing Russian-style shock therapy in favour of a more pragmatic approach that created a hospitable business environment and allowed private companies to grow organically.

The real mystery of China’s miracle isn’t how the economy grew, but how western experts got the growth story so wrong. Nobel laureate Joseph Stiglitz, for example, extolled them for offering an ingenious solution to a problem common to economies in transition from socialism to capitalism: asset-stripping by private investors [1]. These enterprises, he argues, are a form of public ownership that prevents plundering while achieving the efficiency of private-sector companies.

The lesson of China’s economic miracle is that it was actually remarkably conventional — based on private ownership and free-market finance. China’s experience offers the world a timely reminder that reforms designed to encourage these forces really work.

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ALTERNATIVE ENERGIE, ALS EINER DER WICHTIGSTEN VORAUSSETZUNGEN ZU DER ENERGIESICHERHEIT DER UKRAINE

Йдеться про необхідність перегляду та реформування нормативно-правової бази, стратегій та форм співпраці України з країнами ЄС у енергетичній сфері, а також про реалізацію потужного потенціалу України у галузі альтернативних джерел енергії, як засобу забезпечення енергетичної безпеки на геополітичному рівні.

Nachdem die Schockwellen der Energiekrisen von 1973 und 1979/80 abgeklungen waren, verschwand das Thema Energiesicherheit für fast zwei Jahrzehnte von der politischen Agenda. Die Sicherung der Energieversorgung überließ man den privaten Konzernen, die dort, wo Energie gebraucht wurde, zuverlässig ausreichende Mengen bereitstellten [1].

Versorgungsengpässe gab es nicht, Lieferunterbrechungen waren unvorstellbar, und die Preise waren niedrig. Als die Ölpreise (und die an sie gebundenen Gaspreise) nach einem dramatischen Absturz auf „historische“ 9,50 US-Dollar pro Barrel im Jahr 1998 wieder zu steigen begannen, war zunächst niemand beunruhigt. Doch die Preise stiegen immer weiter. Im Jahr 2000 hatten sie sich bereits mehr als verdreifacht und in einer Reihe von EU-Staaten kam es zu Massenprotesten gegen die dadurch ausgelösten Benzinpreiserhöhungen. Der nächste massive Preisschub setzte im Jahr 2002 ein und im Juli 2006 erreichte der Barrelpreis mit 78,40 US-Dollar den höchsten nominellen Wert aller Zeiten.

Heutzutage können wir feststellen, dass die Ukraine viele wesentliche Probleme im Energiesicherheitssektor hat. Eine der wichtigsten Probleme ist eine starke Gasabhängigkeit von Russland, weil Gas die wichtigste Energieressource für die ukrainische Industrie, Landwirtschaft und in der ganzen Wirtschaft ist.

Gazprom hofft, Gas zu höheren Preisen verkaufen zu können. Der an langfristige Lieferverträge gebundene wichtigste ukrainische Importeur Naftogaz beklagt sich aber schon länger, dass russisches Gas wegen der Koppelung an den Ölpreis im Vergleich zum Preis an der Gasbörse (Spotmarkt) überteuert sei.

Der russisch-ukrainische Gasstreit ist ein über Jahre hinweg immer wieder aufflammender Konflikt zwischen Russland und der Ukraine, der sich um die Fragen der Erdgaslieferungen an die Ukraine und die Fragen des Transits nach Europa dreht.

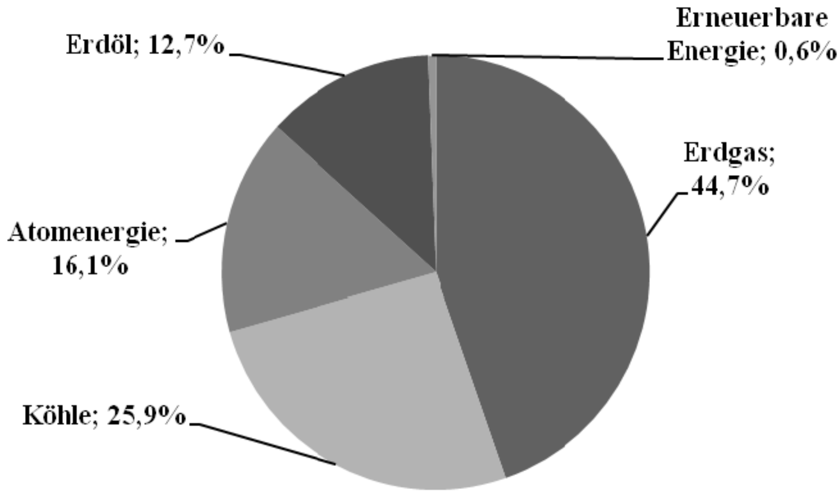
Wahre Energieschleudern sind veraltete Fabriken in energieintensiven Sparten wie der Eisen-, Stahl- und Mineraldüngerindustrie. Die Ukraine besitzt selbst kaum eigene Energieressourcen. Deshalb muss Erdgas zu 80 Prozent aus Russland importiert werden, was zu Konflikten führt: Nachdem Moskau die Gaspreise im Jahr 2005 erhöhte, kam es zu Streitereien zwischen beiden Staaten. Die Folge waren Lieferstopps, unter denen auch die EU-Staaten litten, denn der Großteil des russischen Gasexports nach Europa fließt über die Ukraine [2].

Die gesetzlichen Rahmenbedingungen sehen nunmehr auch in der Ukraine starke Marktanreize für Stromerzeugung aus erneuerbaren Energien vor. In der Ukraine könnte mit den im April 2009 gesetzlich verankerten hohen Vergütungssätzen für Strom aus regenerativen Energiequellen, den sogenannten „Grünen Tarifen“, eine diesmal „grüne“ Revolution ausgelöst werden. Potenziale dafür sind in hohem Maße vorhanden. Die Ukraine verfügt mit ihren großen landwirtschaftlichen Nutzflächen und ausreichenden Windverhältnissen in eine gemäßigt warme bis subtropischen Klima über hervorragende Bedingungen für die Nutzung regenerative Energie.

Die Potenziale des Landes für regenerative Energien bilden sich nicht annähernd in der Struktur des Primärenergieverbrauchs ab. Obgleich die Ukraine neben großen Potenzialen regenerativer Energiequellen über hohe Vorkommen an Kohle und Uran verfügt und lediglich geringe Mengen Gas im eigenen Land fördert, ist Erdgas mit etwa 45 % der am meisten genutzte Primärenergieträger. Diese aus der Sowjetunion übernommenen Ungleichgewichte verzerren die Struktur des Primärenergieverbrauchs [3].

Niedrige Energiepreise in der Vergangenheit haben zudem zu Verschwendung und hoher Energieintensität geführt. Die aktuelle Wirtschaftskrise, von der besonders hart die zu energieintensive und stark vom Weltmarkt abhängige ukrainische Stahlindustrie getroffen wurde, und spätestens der zweite Gaskonflikt mit Russland im Januar 2009 haben jedoch die Notwendigkeit eines durchgreifenden Umbaus des Energiesystems klar aufgezeigt.

Dabei könnten erneuerbare Energien eine wichtige Rolle einnehmen. Das Institut für Regenerative Energien in Kiew schätzt die technischen Potenziale für die jährliche Erzeugung von Energie aus alternativen Energiequellen auf 81 Millionen Tonnen Öläquivalent entsprechend 520 Mrd. kWh Strom. Dies entspricht in etwa ca. dem 2,5-fachen der tatsächlichen Stromproduktion des Jahres 2008.



Grafik 1. Primärenergieverbrauch 2009 in der Ukraine [4]

Alternative Energiequellen	Jährliches Technisches Potenzial	
	Mrd. kWh	Mio. Toe
Wind	41,7	15
Solar	28,8	6
Geothermie	105,1	12
Wasserkraft	27,7	10
Biomasse	162,8	20
Weitere, z.B. Abfälle	154,7	18
Gesamt	520,8	81

Grafik 2. Erzeugung von Energie aus alternativen Energiequellen [5]

Bei einer besseren Ausschöpfung dieser Potenziale und einer Steigerung der Energieeffizienz könnte die Ukraine außerdem ihre starke Abhängigkeit von Energieträgerimporten aus Russland deutlich verringern.

Trotz dieser Probleme hat die Ukraine aufgrund der unattraktiven gesetzlichen Rahmenbedingungen für die ganze Branche. Die Aufmerksamkeit potenzieller Investoren auch aus der deutschen erneuerbaren Energiebranche nicht gewonnen. Aber bei einer konsequenten Ausgestaltung des Rechtsrahmens und einer Förderung auf allen politischen Ebenen kann die alternative Energie in der Ukraine im zweiten Anlauf somit doch noch zu einer Erfolgsgeschichte werden.

Ein starker Ausbau erneuerbarer Energien und die Steigerung der Energieeffizienz würden – eine weitere Ausgestaltung der rechtlichen Rahmenbedingungen vorausgesetzt – wesentlich zu einer Modernisierung der ukrainischen Energiewirtschaft und zu einer größeren Unabhängigkeit der Ukraine von Energieträgerimporten beitragen.

Wie rasch der Beitrag regenerativer Energien zur Energieerzeugung in der Ukraine zunehmen wird, hängt vor allem von der politischen Entwicklung ab. Divergierende Interessenlagen von Akteuren der Energiewirtschaft könnten in Verbindung mit einer weiter hin durch Machtkämpfe paralysierten Politik die Entwicklung der großen Potenziale regenerativer Energien verzögern.

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SOCIAL PROBLEMS FACING YOUTH TODAY

Висвітлено питання, які стосуються проблем сучасної молоді в Україні. Підкреслено необхідність створення соціальних організацій до залучення молоді, необхідність контролю з боку держави питань дозвілля молоді та розподілу молодих спеціалістів.

After disintegration of Soviet Union, and alongside with it the terminations of the existence of a government program "Youth", there is situation in Ukraine when the youth became given to itself. In modern realities social problems of youth merge with the general difficulties of each person and state problems as a whole. And in this merge the problems of youth seem to be as though on a background. The modern youth possesses such features which demonstrate that the majority of young men wish to have the good income, thus without having neither trades, nor desire to work. It occurs because the modern youth does not have stimulus to work. The problem of criminal influence on youth should disturb recently the wide public. Among criminal offenses every fourth is carried out by young people and teenagers. The profit-motivated crimes attract attention too among them are larceny, extortion of money, swindle. According to statistics about 46 000 of our compatriots perishes from alcohol annually: 40 % of schoolboys at teens age tried alcohol, more often beer. Almost every second Ukrainian senior pupil takes alcoholic drinks twice a week. And manufacturers increase the release of an intoxicated drink to 20-26 % annually.

More and more of young people become drug addicts. It is known that social consequences of a drug addiction are extremely heavy. Drug addicts decline public life: labor, policy, family, owing to physical and social degradation of the person. Weight of social consequences becomes aggravated if to consider a drug addiction as a problem of youth. Nobody says that the voluntary-compulsory youth organizations, like the general Komsomol organization were quite well, that there were no social problems at youth during the past three decades. The problems of youth have always been sharp though government tried to solve them. And they have frequently been solved. But we cannot see principle decisions now.

A lot of politicians declare from high tribunes that the youth is the basis of our future life, the future of all mankind, etc. There is nobody in the heat of political and financial fights to fill in and support in proper condition this basis. The state youth organizations are created, as a rule, at the moment of approach of next elections after which the "servants of the people" very quickly forget about social problems of youth, once again giving it the possibility to solve these problems independently. Only limited circle of persons is interested in youth creativity. The state grants for talented and gifted young men are so insignificant that they are not sufficient .

Worthy work for youth, even for those who has graduated prestigious higher educational institutions with honors, is not guaranteed by the state and it is not given. Absence of the state guarantees on the first workplace is hardly probable the sharpest social problem of modern youth. For today, social problems of the youth remain only its own problems, and to solve them, apparently, nobody is going to. However it is not necessary to believe that the modern youth does not think about future at all, that the modern youth is corrupted by absence of morals, spoiled, vulgar and unbridled. That is not so.

The large quantity of young men want to be useful to their country they want to be engaged in favorite business, to receive worthy payment for the work, want without fear to marry, get children without being afraid that tomorrow they will be dismissed at next financial crisis in condition of which unfortunately, our country is almost constantly. But youth can't cope with all the difficulties independently. Only purposeful regular participation of the state and all branches of the power in life of young generation can solve problems of social adaptation of youth in a modern society, beginning from alcoholism and a drug addiction and finishing the army bullying and the arbitrariness at workplaces.

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EVALUATION DES RÉSULTATS DE L'ACCÈS DE L'UKRAINE AUX MARCHÉS EUROPÉENS DES BIENS ET SERVICES À LA SUITE D'ACCESSION À L'OMC

Набувши членства в СОТ 16 травня 2008 року, Україна очікує прогнозований прозорий доступ до ринку товарів та послуг, що є одним з основних принципів системи економічних відносин розвинутих країн. Після трьох років перебування в організації ключовим питанням залишається доцільність нашого перебування в цій організації, і чи стала Україна повноправним членом цієї спільноти. Тож метою цієї статті являється дослідити результати трьохрічного перебування України у СОТ на основі оцінки доступу України до європейських ринків товарів та послуг.

L'adhésion de l'Ukraine à l'OMC a été l'une des principales priorités de la politique étrangère de l'Ukraine et a été considérée comme un facteur systémique de l'économie. Selon les procédures de l'OMC, depuis le 16 mai 2008, l'Ukraine a reçu la pleine appartenance à cette organisation. Ayant acquis l'adhésion, l'Etat attend l'accès projeté transparent au marché des biens et des services, ce qui est l'un des principes fondamentaux des relations économiques entre les pays développés. Après trois ans dans l'organisation il se pose une question principale. C'est la question de rationnalité de notre participation dans cette organisation, et si l'Ukraine est devenue un membre-partenaire de cette communauté ? Avec le processus de mondialisation croissante l'Ukraine a besoin de développer des relations économiques extérieures avec d'autres pays, mais en même temps, dans une certaine mesure, elle doit être auto-suffisante dans la régulation de son commerce extérieur.

L'accès de l'Ukraine aux marchés des biens et des services européens fait l'objet des recherches des spécialistes ukrainiens et étrangers dans le domaine du commerce extérieur et l'économie internationale, les rapports officiels des organisations économiques internationales, des recueils statistiques ukrainiens et celui des lois de l'Ukraine.

Afin de mettre la législation aux exigences de l'OMC pendant les années 2005-2009 le Cabinet des ministres de l'Ukraine a adopté 55 lois de l'Ukraine, qui comprennent des réglements de la libéralisation des politiques d'exportation et de l'accès aux marchés des biens et des services [5]. Ces dernières années, le gouvernement ukrainien accorde une grande attention au soutien du potentiel d'exportation de l'état, qui est particulièrement rationnel en termes de l'adhésion à l'OMC.

Considérons les résultats des exportations des biens et services dans les pays de l'UE pour la période 2003-2010. Ils sont présentés dans le tableau 1.

Tableau 1. Dynamique des exportations des biens et des services dans les pays de l'UE pour la période 2003-2010 *

Année	Exportations des biens, en millions de dollars USA	Exportations des services,en millions de dollars USA
2003	8685,4	1177,7
2004	11009,6	1558,0
2005	10233,4	1766,4
2006	12087,9	2271,8
2007	13916,4	2979,7
2008	18129,5	4066,3
2009	9499,3	3020,5
2010	13051,9	3188,7

* Compilé par les auteurs d'après [3].

Sur le tableau 1 pour toute la période considérée il y a une tendance positive des exportations des biens et des services dans les pays de l'UE. La forte hausse des taux survient en 2008 (l'année de l'adhésion de l'Ukraine à l'OMC). Mais pendant la période de la crise en 2009, ils baissent sensiblement. Mais en 2010 ils atteignent un niveau suffisamment élevé. Le taux des exportations des biens post-crise ne dépasse pas le taux le plus élevé avant l'entrée dans l'Organisation mondiale du commerce, ce qu'on ne peut pas dire sur l'exportation des services, où le taux est plus élevé.

En 2010, l'exportation des marchandises fait 51 430, 5 millions de dollars USA. En comparaison à l'année 2009, les exportations ont augmenté de 29,6% [3]. En janvier 2011, les exportations des biens s'élèvent à 4621,3 millions de dollars USA et ont changé par rapport à janvier 2010 en 53,6% [6]. Ces données suggèrent que l'Ukraine reste l'état orienté en exportation.

L'aspiration de l'Ukraine à s'intégrer dans l'économie mondiale doit être accompagnée d'un système moderne de réglementation technique, de transfert de l'interaction entre le gouvernement et les entreprises à un nouveau niveau et de l'utilisation des mesures de protection nécessaires, qui prévoient une assistance aux entreprises nationales [4]. Par conséquent, l'adhésion à l'OMC ouvrira de nouvelles opportunités pour le pays d'accéder à de nouveaux marchés internationaux avec de nouveaux partenaires et de leurs capacités d'auto-amélioration pour être un concurrent digne sur les marchés mondiaux.

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DIE BEDEUTUNG DES INTERKULTURELLEN MANAGEMENTS IN DER MODERNEN WELT

В умовах глобалізації кожна компанія прагне вийти на світовий ринок і брати учать в міжнародному співробітництві. Для того, щоб компанія мала прибуток і розвивалася на території тої чи іншої країни слід обов'язково враховувати культурні особливості. Завдяки цьому у сучасному світі крос-культурний менеджмент має велике значення.

Während vieler Jahrhunderte stellen die menschlichen Gesellschaften nach ganzer Welt die engeren Kontakte auf. In der letzten Zeit haben die Tempos der globalen Integration bedeutend zugenommen. Die präzedenlosen Veränderungen in der Kommunikation, Beförderung, und den Computertechnologien gaben dem Prozess der Integration den neuen Impuls und haben die Welt mehr gegenseitig abhängig als irgendwann gemacht. Die multinationalen Korporationen herstellen die Produktion in vielen Ländern und verkaufen ihren Konsumenten nach ganzer Welt. Das Geld, die Technologien und der Rohstoff werden durch die nationalen Grenzen schnell verschoben. Zusammen mit den Produkten und den Finanzen zirkulieren die Ideen und kulturelle Besonderheiten freier.

Daraufhin werden Gesetze, die Wirtschaft und soziale Bewegungen auf dem internationalen Niveau gebildet. Auf solche Weise ist der Terminus „Globalisierung“ erschienen.Die Globalisierung stellt den Prozess dar, mittels dessen regionalen Wirtschaft, die Gesellschaften und die Kulturen durch das weltumfassende Netz der Kommunikation und des Handels integriert wurden.

Ökonomische Globalisierung bedeutet die wachsende ökonomische gegenseitige Abhängigkeit der nationalen Wirtschaften nach ganzer Welt infolge der schnellen Umstellung von Waren, Dienstleistungen, Technologien und Kapital durch die Grenzen. Das ist ein Prozess der Verstärkung der ökonomischen Integration zwischen den Ländern, der zum Erscheinen des globalen Marktes oder des einheitlichen weltumfassenden Marktes führt.

In der Epoche der Globalisierung strebt jede Gesellschaft, auf den einheitlichen weltumfassenden Markt einzutreten. Und deshalb ist es sehr wichtig für alle Gesellschaften, die Abteilungen der öffentlichen Kommunikationen mit dem hochqualifizierten Stab der Manager zu haben, die die internationalen Beziehungen aufstellen können. Und das ist der Grund der Entstehung des interkulturellen Managements.

Das Interkulturelle Management stellt den neuen Typ der Verwaltung dar, der die kulturellen Unterschiede zwischen dem Personal in der Verwaltung insgesamt mit dem Ziel der Verbesserung der Kommunikation in der Gesellschaft und ihrer internationalen Austäusche entscheidet.Wenn die Gesellschaft das Tochterunternehmen im Ausland öffnen will (und zur Zeit will sie gültig), soll es im Kurs der kulturellen Besonderheiten sein, da die Verkäufe dieser Gesellschaft geradeaus von ihnen abhängen können.

Und die kulturellen Missverständnisse können entstehen, weil einige Kulturen die Zeit, den persönlichen Raum, die materielle Lage, die familiären Rollen und die Beziehungen, die Sprachen, die Religionen, die persönlichen Errungenschaften, das soziale Verhalten und das Modell des Denkens verschieden wahrnehmen.

Der hochqualifizierte Manager soll im Kurs aller diesen Unterschiede, ihrer Quellen und der Wege ihres Beschlusses sein.

Eine Quelle von meisten Unterschieden ist die Religion. Sie ist eine dominierende Kraft im täglichen Leben einiger Völker, zum Beispiel, der Araber.Die Religion regelt auch die Weise des Denkens, die Bräuche, moralische und Materialwerte.

Das, was ein in einem Land bedeuten kann, kann oft vollkommen anderes in anderem Land bedeuten. Zum Beispiel ziehen die Leute in Nordamerika und Europa den geraden Sehkontakt vor. Aber in einigen asiatischen Ländern wie Japan, Korea und Thailand, wird der lange Sehkontakt grob gelten.

Beim Verkehr mit den Leuten aus anderen Kulturen überzeugen Sie sich immer, dass Sie etwas als die freundschaftliche Geste rechnen, in Wirklichkeit keine Beleidigung für jemanden ist. Ein bekanntes Beispiel der Unterschiede in den Stilen des Verkehrs hat geschehen, als George Bush älter Australien 1992 besucht hat und "V", das ist das Zeichen des Sieges, der Menge vom hinteren Sitzen seiner Limousine gezeigt hat. Was der Präsident Bush nicht verstehen konnte, dass die richtige Weise ist, dieses Zeichen (von Winston Churchill popularisiert) mit der Handfläche nach außen zu zeigen. Der Präsident Bush hat das Zeichen der Menge von der Seite des Handrückens gezeigt, dass in Australien die Beleidigung und die vulgäre Geste bedeuten.

Da einige Gesten, die bei der Kommunikation verwendet sind, haben verschiedene Bedeutung in verschiedenen Ländern.

Das Zeichen „der Daumen nach oben“ bedeutet in Amerika und in meisten Ländern Europas, dass etwas gut ist, oder dass Sie es billigen. Dieses Zeichen wird grob in vielen asiatischen und islamischen Ländern angenommen.

Es ist akzeptabel in Amerika und England, den Zeigefinger biegend jemanden herbeizurufen. Diese Geste wird grob in vielen asiatischen Ländern wie Japan angenommen. In Singapur bedeutet diese Geste den Tod.

In meisten westlichen Ländern ist es für 2 Männer normal, die Hand zu drücken.

Auf solche Weise, können die Gesten die Schlüsselrolle in der Errichtung der geschäftlichen Beziehungen spielen.

Berücksichtigend alles obengenannt, besteht das Ziel des Managers, der sich mit den interkulturellen Beziehungen beschäftigt, in der Erhaltung der eigentümlichen Merkmale und der planmäßigen Modelle der Hauptgesellschaft, berücksichtigend gleichzeitig die kulturellen Besonderheiten.

Meiner Meinung nach ist die Globalisierung in gewissem Grade nützlich, aber sie soll die kulturellen Aspekte nicht zerstören, die die wichtige Bedeutung für die Geschichte des Landes haben können oder sogar die gewöhnte Weise des Lebens im Land ändern können.

Zum Schluss wollte ich sagen, dass die interkulturellen Beziehungen als Schlüsselfaktor für die Errungenschaft des Erfolges der Gesellschaft auf der Weltarena sind. Und das hat die große Bedeutung, die kulturellen Aspekte verschiedener Länder zu wissen, zu verstehen und aufzubewahren.

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CREATING A POSITIVE ECONOMIC IMAGE OF UKRAINE IS ONE OF THE TOPICAL PROBLEMS OF EUROINTEGRATION

Питання довіри та міжнародного економічного іміджу України є надзвичайно актуальним в умовах євроінтеграції, адже позитивна міжнародна репутація – об'єктивна вимога сучасності. Імідж країни впливає не лише на ставлення партнерів до неї, а й визначає спільне розуміння цінностей, можливість розвитку двосторонніх відносин, привабливість країни для інвестування та економічної перспективи тощо. Наразі, проблема з іміджем нашої країни дуже серйозна. Україна повинна позиціонувати себе одразу у трьох вимірах: як країну, в якій розвивається демократія та формується економічно сильна ринкова економіка, як важливого регіонального гравця та як гідного європейського економічного партнера.

Enlargement of the European Union is a complex process that is not limited in time upon signing the Treaty of Accession to the EU and the entry into force. In practice, it has a long preparatory period, which, in principle, depends on the success of expansion and adaptation period, when new members have already gained full membership in the Union and now it is the optimization stage of the expanded grouping operation.

Preparation of EU to enlargement includes the development and implementation of its policy of candidates, which is formed both at European and national level. Past and next wave of enlargement have undeniable importance for Ukraine, because of how they take place will depend on future strategy of the EU enlargement, and, accordingly, the chances of European integration policy of our state for successful implementation. Therefore the problems of European integration policy of Ukraine in the context of EU enlargement have acquired significant importance.

One of such problems is the issue of trust and international economic image of Ukraine. It is known that the image has an internal and external dimensions. For Ukraine, on the one hand, it reflects the internal problems, long suspense which impedes the development of national economy, on the other hand, Europe would like to see Ukraine as a reliable and predictable partner economically stable, democratic state that will not cause problems for others, but contrary will enrich the European economic, cultural, scientific and information exchange.

Based on analysis of strengths, weaknesses, opportunities and threats that affect the process of formation of the economic image of the country, can give its current characteristics, but the most important is to isolate problems that hinder this process and develop technology to overcome them, because the country's image can not only explore, but also create and distribute to target audience in order to complete consolidation of positive results. Unfortunately, in the current situation of world development, where each state itself becomes a brand and always has its image, the issue of forming the economic image of the state in Ukraine without sufficient attention. There are still weaknesses and threats that hinder to develop strengths and distract attention from the possibilities of our country.

To weaknesses should be included the following factors:

– political and economic instability and unpredictability;
– no clear strategy for development;
– energy dependence on Russia;
– low economic development;
– social insecurity of the population;
– the legal insecurity of the population;
– corruption in all government bodies.

Threats that affect the economic image of the country, are:

– provoking separatism in Crimea;

– presence of the Russian Navy military base until 2017 in Sevastopol;
– high mortality population (a demographic catastrophe);
– epidemic of tuberculosis, the rapid spread of HIV;
– poor state of military warehouses (techkatastrofies);
– political dependence on Russia;
– weak protection of transport routes, pipelines from terrorist attacks;
– deterioration of infrastructure and communications – man-made disasters and others.

Clearly, promoting a positive image of Ukraine will strengthen the economic effect of foreign and domestic policy, because such promotion is directly linked with strategic capabilities of the state that determines the place and importance in the world ranking, but also helps to ensure and protect its national interests. However, it is important to emphasize that awareness-raising measures aimed at improving the international economic image of Ukraine, should be sustained by real improvements in all spheres of national economic policy. Improving domestic economic image of Ukraine in turn affect the improvement of people's attitude towards government and its policy on the desire of citizens to participate in the formation of positive economic image of the country.

So, as a result, it should be noted that predicted economic growth it is crucial to shape an economic image of Ukraine, which actually will be an important factor in adherence to the strategic course of European integration and to protect its national interests in a competitive environment for international investment innovative arena in general. Ukraine should be recognized as a reliable and predictable partner. Internal political stability and economic development – is the basis for creating a positive economic image of Ukraine. It is also a prerequisite for successful reform of the Ukrainian society, strengthening the role and place of Ukraine in the world. How Ukraine would be welcomed in 10-15 years is formed today.

Ukraine since the dawn of independence has identified the importance of developing relations with the EU with a view to obtain full membership in this organization. And today, a qualitatively new stage of relations – the transition from the partnership and cooperation to political association and economic integration is extremely important to know how the European Community perceives Ukraine and what preclude to perceived it as an economically strong country with a powerful future potential.

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AUSSENHANDELSSICHERHEIT DER UKRAINE IN DEN BEZIEHUNGEN MIT DER EG

Методом дослідження є порівняльний аналіз статистичних даних про зовнішню торгівлю України із ЄС. Розглянуто тенденції розвитку зовнішньої торгівлі України у 2009-2010 роках. Проаналізовано зовнішньо торгівельний оборот України з ЄС, що дозволило виявити сукупність перспектив та встановлено можливості покращення показників економічної безпеки України та економічної інтеграції до ЄС.

Die Vereinbarung über die Partnerschaft und Mitarbeit zwischen der Ukraine und der Europäischen Gemeinschaft vom 14. Juni 1994 (trat in Kraft am 1. März 1998) hat bei der Zusammenarbeit mit breitem Spektrum der handelswirtschaftlischen Fragen den Anfang gemacht und damit fing die wirtschaftliche Integration der Ukraine in die Europäische Gemeinschaft (EG) an.

Die Frage von der wirtschaftlichen Integration ist aktuell, weil sie in der Zusammenarbeit besteht und als gegenseitige Übereinstimmung von Regeln und Normen, Geschäftsführung und Vermehrung der internationalen Wirtschaften von verschiedenen Ländern betrachtet wird und zu dem allmähligen Handelsumsatz zwischen den Risiken der überflüssigen Konvergänz führt.

Als Ergebnis entsteht ein gemeinsamer Marktraum im Rahmen der Integrationsvereinigung, auf dem sich Konkurrenz frei entwickeln kann und auf dem unter der Wirkung der Marktregelungen (damit werden Preise, Prozenten usw gemeint) mehr effektive Territorial- und Produktionstruktur entsteht [2].

Als die wirtschaftlichen Sicherheitsgefahren der Ukraine können die Faktoren gelten, die unmittelbar oder vorsehbar die Erfüllung von nationalen und wirtschaftlichen Interessen unmöglich machen oder sie erschweren, weil sie Hindernisse auf dem Weg der effektiven Enwicklung der Wirtschaft und die Unsicherheit der Existenz des Staates und Wohlleben des Volkes schaffen.

Nach den Angaben der Fachleute zu den Fragen der Eurointegration können folgende Außenfaktoren der wirtschaftlichen Sicherheit der Ukraine sein:

- effektive Einführung der Nationalwirtschaft ins Europäische Wirtschaftssystem, das die Entwicklung des Exportpotentials, Befriedigung der Bedürfnisse der Inlandsmarktwirtschaft, den Schutz der einheimischen Inlandswarenhersteller und die Entwicklung ihrer Auslandskonkurrenzfähigkeit, bilanzhaltende Struktur und geografisch passende Richtfähigkeit des Außenhandels miteinander verbindet;
- die Einführung in die internationalen währungsfinanziellen Beziehungen, die

die Sicherung der Stabilität des Währungsfinanzsystems entsprechend der nationalen Interessen der Ukraine fördert;

- die Sicherung des kritischen Imports von strategischen Ressourcen im ausreichenden Umfang der Währungsressourcen auf der Diversifikationsgrundlage [5].

Nach den statistischen Angaben des Staatlichen Komitees der Statistik der Ukraine hat das Land einen aktiven außenwirtschaftlichen Handel mit anderen Ländern der Welt geführt. Aber im Jahre 2010 zog die Ukraine einen negativen Saldo in Import-Export Verhältnis. Import der Ukraine betrug 60739969,3 Millionen Dollar, der von Jahr zu Jahr auf die Tendenz zur Steigerung aufweist, was als ein negatives Kennzeichen für den Staat ist. Der Export betrug 51430521,6 Millionen Dollar. Der Saldo des Außenhandels der Ukraine mit anderen Ländern der Welt betrug 9309447,7 Millionen Dollar (3). Analysierend die Dynamik des Außenhandels mit den Ländern der EG betrug der Import der Waren im Jahre 2010 20002748,8 Millionen Dollar. Der Export in die Länder der EG betrug 13839371,1 Millionen Dollar. Der Aussenhandlesaldo mit den Ländern der EG betrug 6163377,7 Millionen Dollar. Das heißt: die Ukraine hängt immer mehr vom Import ab. Die Ukraine hat mehr Waren importiert als exportiert. Als ein wichtiger Faktor der Bilanzunterstützung im Handel mit den Ländern der EG gelten die Verbesserungen der Bedienungen und der Warenqualität auf dem Binnenmarkt. Das Hauptziel des Außenhandels der Ukraine ist die Zunahme des Warenexports auf dem Markt von EG [3].

Seit dem Jahr 2010 war der negativste Saldo im Warenhandel der Ukraine mit Deutschland 3103609,1 Millionen Dollar, mit Polen 10011584,4 Millionen Dollar , mit Frankreich – 629793,5 Millionen Dollar, mit Irland – 107581,0 Millionen Dollar, mit Österreich – 180411,1 Millionen Dollar.

Als die wichtigsten positiven Saldokennziffern in der außenwirtschaftlichen Tätigkeit der Ukraine mit der EG erwiesen sich im Jahre 2010 mit Italien 1022075,9 Millionen Dollar, mit Slowakei 125673,1 Millionen Dollar, mit Bulgarien 232930,9 Millionen Dollar Gewinns und zeigten eine effektive Handelstätigkeit zwischen diesen Ländern [3].

Die wichtigsten Partner der Außenhandelstätigkeit der Ukraine mit EG sind außenländische Partner aus Deutschland, Polen, Finnland, Norwegen, Italien, Frankreich, aus der Slowakei und andere. Die gegenseitigen Beziehungen mit den Ländern der EG gelten als ein strategisch wichtiger Schritt zur Zusammenarbeit und Handelstätigkeit der Ukraine und auch als ihre Vorhaben, in der Zukunft in die EG zu integrieren.

Laut des Artikels der Autorin A. I. Schwetzova bezeichnet sich die Ukraine als strategisch wichtiger Partner für die EG, als ein Transitland. Der Lieferanteil der

Gasversorgung durch die Ukraine aus Russland in die EG beträgt mehr als 41 %. Aber in der Perspektive kann dieser Anteil auf 60% steigern. Durch das ukrainische Territorium werden die Weltmärkte mit ungefähr 120 Milliarden Gaskubikmeter versorgt, und das beträgt fast 90% des allgemeinen Umfangs vom russischen Gasexport nach Europa. Obengenannte Information lässt sagen, dass sowohl die Ukraine als auch die EG an den Erdgasfragen ein besonderes Interesse haben. Die Ukraine ist nicht nur der passive Verbraucher von Energieressourcen, sondern auch eines der wichtigsten Exportländer von Naturressourcen in die europäischen Länder [4]. Aber die Ukraine hat eine instabile Inlandspolitik, Korruption und widersprüchliche Pleisbildungfestlegung für importierendes Gas in die Ukraine und auch Pleisbildungsfestelung für Gastransit in die EG Länder. Infolgedessen entsteht die Situation, bei der die Ukraine unzuverlässiger Partner als Haupttransitpartner von Energieträgern zwischen Russland und Europa für die EG auftritt.

Auch die Ukraine hat Risiko im Finanzbereich. Im Staat gibt es ein riesiges Netz der kommerziellen Bankunternehmen und der Finanzinstitutionen aus den EG Ländern. Im Zusammenhang mit der Finanzkrise in der Eurozone kann der Finanzen- und Investitionenabfluß von den auf dem Territorium der Ukraine untergebrachten europäischen Hauptbankinstitutionen erfolgen.

Wichtiger Faktor der außenwirtschaftlichen Tätigkeit der Ukraine und das Ziel der europäischen wirtschaftlichen Integration des Landes stellt wirtschaftliches Kennzeichen der Ukraine dar.

Laut der staatlichen Statistik des Staatskomitees der Ukraine beobachtet man im Laufe der Jahre 2009-2010 eine positive Dynamik Industrie im Bereich. Wenn im Jahre 2008 im Industriebereich die Senkung auf die 5,2% zu festzustellen war, im Jahre 2010 dagegen stieg die Industrieproduktion auf 11,2% [3].

Geachtet des strategischen Kurses der Ukraine auf die Integration in die EG bei der Unterzeichnung der Vereinbarung über außenhandelnde und politische Vereinigung wird Erweiterung des Bereiches der sozialen Versicherung der bestehenden Wirtschaftsprinzipien, der europäischen Normen für die Systeme des einheitlichen europäischen Staates verfolgt.

Die Erfahrung der Schöpfung der gemeinsamen europäischen Marktdienstleistungen für die Ukraine, die Fähigkeit der europäischen Regierung, der Geschäftsleute und einiger Bürger sich einen Kompromiss für die vorteilhaften Zusammenarbeit zu schließen, können als Vorbild sein.

Die Ukraine hat den Kurs auf die Integration in das Europa deklariert, was die Gestaltung der europäischen Standarten sowohl in der Politik als auch in der Wirtschaft des Landes fordert [1].

Die europäische Integration ist ein Weg der Modernisierung der einheimischen Wirtschaft, der Überwindung der technischen Rückständigkeit, der Anwendung der ausländischen Investitionen und Innovationstechnologien, der Schaffung neuer Arbeitsplätze, eines guten Lebensqualitätsniveaus der Bevölkerung, der Umweltschutzstandarten im Staat, hoher Standarten der Lebensmittelqualität, der Steigerung der Konkurrenzfähigkeit der Inlandsproduzenten, des Weltmarkteinsteigens in der ersten Linie auf den Markt EG [1].

Eine flexible Verbindung des staatlichen Protektionismus mit den liberalen Marktmechanismen lässt den wirtschaftlichen Kurs auf die Integration in die EG nur mit Berücksichtigung der Nationalinteressen der Ukraine zu halten.

Die europäische Integration ist für die Ukraine anlockend auch vom Standpunkt, dass die Vorbereitung auf die Mitgliederschaft in die EG die Bestimmung und Befestigung der Normen der Demokratie, der Macht des Gesetz kraft, der menschlichen Freiheiten und Rechte in der Ukraine und auch die beschleunigte wirtschaftliche Entwicklung fördert, die sehr positiv das Lebensniveau der Bürger beeinflusst [6].

Vom wirtschaftlichen Standpunkt lasst die europäische Integration die Vorteile des integrierten Wirtschaftssystems, das auf den Grundlagen des einheitlichen Marktes und der einheitlichen Währung gegründet wird, und auch die Finanzressourcen von Strukturfonds und von der Europäischen Investitionsbank völlig benutzen können.

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COMMENT RESOUDRE LA CRISE DE L'EURO

Стаття присвячена вирішенню гострого питання, яке повстало сьогодні перед європейським співтовариством, а саме: як врятувати Єврозону, яка фактично знаходиться на межі падіння? Фінансова нестабільність в Греції, Іспанії та Португалії, а також відсутність єдиної політики країн ЄС щодо подолання такої нестабільності, призвели до того, що Єврозона зіткнулася з небезпечним викликом, від подолання якого залежить майбутнє євро. Автор статті говорить про три основних завдання, першочергове вирішення яких допоможе Єврозоні вийти з боргової кризи та попередити можливе її повторення.

La crise de la zone Euro commence avec la crise grecque de 2010 et se poursuit avec la crise irlandaise de l'automne 2010. Elle conduit à un sauvetage de ces deux pays dont les crises des dettes se sont propagées à de nombreux autres pays notamment le Portugal et l'Espagne. Cette crise montre aussi les limites de la gouvernance de la zone euro et provoque à la fois des innovations institutionnelles et de nombreuses propositions de réforme qui provoquent nombre de débats.

Le Fonds européen de stabilité financière (EFFS) – le gilet de sauvetage principal vers la zone euro.

À ce jour, le fonds est de € 440 milliards, qui est théoriquement suffisant pour aider la Grèce, l'Irlande et le Portugal. Il est supposé que le fonds sera augmenté à € 1 billion de dollars. Cependant, ce ne sera pas suffisant pour sauver la situation, si la crise se propage à d'autres maillons faibles dans le circuit européen. Dette publique d' une seule Italie approche à 2 trillion d'euro, et la dette totale de l'UE est d'environ 9 trillion. Le paiment de la dette dans le budjet d'Italie est déjà peut-être le premier poste de dépenses. Si ce pays demande une aide financière de l'UE (ce qui est équivaut à déclarer le défaut), EFFS sera rapidement vidés,et les marchés perdront confiance dans la zone euro [3].

Trois composantes principales sont indispensable à une solution complète de la crise de l'euro: une réforme et recapitalisation du système bancaire, un régime euro-obligataire, et un mécanisme de sortie [2].

Tout d'abord, le système bancaire. Le traité européen de Maastricht a été conçu pour régir uniquement les déséquilibres dans le secteur public ; toutefois, dans les faits, les excès dans le système bancaire se sont avérés bien pires. L'introduction de l'euro a entraîné des booms immobiliers dans tels pays comme l'Espagne ou l'Irlande. Les banques de la zone euro font partie des banques les plus endettées au monde – et ont été les plus durement touchées par le krach de 2008. Elles ont grand besoin d'une protection contre la menace d'insolvabilité.

Le fonds européen de stabilité financière a récemment amorcé la première étape, en autorisant le sauvetage des banques et des gouvernements. D'autres actions doivent toutefois encore être engagées. Les fonds propres des banques ont besoin d'être augmentés d'urgence et de manière significative. De même, si une agence européenne doit être amenée à garantir la solvabilité des banques, cette agence devra également avoir pour rôle de les superviser.

Deuxièmement, l'Europe a besoin d'euro-obligations. L'introduction de l'euro était censée renforcer la convergence; en réalité, elle a créé des divergences, en divisant les pays membres à cause de niveaux d'endettement et de compétitivité très différents. Si les pays lourdement endettés doivent payer des primes de risques conséquentes, leur dette devient alors insoutenable. Et c'est ce à quoi nous assistons aujourd'hui.

La solution est évidente: les pays en déficit doivent être autorisés à refinancer la majeure partie de leur dette dans les mêmes conditions que les pays excédentaires.

La meilleure manière d'y parvenir consisterait à autoriser l'émission d'euro-obligations, qui soient garanties conjointement par l'ensemble des pays membres[1].

La troisième problématique non résolue: Que faut-il faire avec un pays qui refuserait ou serait incapable de respecter les conditions convenues? L'incapacité d'émettre des euro-obligations pourrait entraîner une défaillance chaotique ou une dévaluation. En l'absence d'un mécanisme de sortie, les conséquences pourraient être catastrophiques. Le cas de la Grèce en constitue un exemple d'avertissement. Cela dépend en grande partie de la manière dont la crise grecque va se jouer. Il être possible de concevoir une sortie ordonnée pour un petit pays comme la Grèce, mais pas pour de plus grand pays comme l'Italie. Dans ce cas, le régime des euro-obligations devra prévoir des sanctions inévitables – une sorte de ministère des finances européen qui disposerait d'une légitimité politique et financière, émanant d'un débat intense et d'une introspection dont l'Europe manque cruellement (particulièrement en Allemagne).

Une chose est sûre: ces trois problématiques – réforme et recapitalisation du système bancaire, régime euro-obligataire, et mécanisme de sortie – doivent être résolues si l'euro veut rester une monnaie viable. Toutefois, il se pourrait bien que les marchés financiers ne nous accordent pas le répit nécessaire à la mise en place de ces nouvelles dispositions [4].

Sous la pression continue du marché, le Conseil Européen pourrait avoir à prendre des mesures provisoires pour éviter la catastrophe. La Banque Centrale Européen pourrait être autorisée à prêter directement aux gouvernements qui sont dans l'impossibilité d'emprunter sur les marchés financiers, à des conditions raisonnables, jusqu'à ce que le régime euro-obligataire soit mis en place.

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NATIONALE WIRTSCHAFTLICHE INTERESSEN DER UKRAINE UND DEREN VERWIRCKLICHUNG IN DEM REGULATORISCHEN SYSTEM DER WTO

Освітлено тема взаємодії України з Росією та ЄС, аспекти зовнішньої та внутрішньої політики України по відношенню до Росії та ЄС.

Die vorliegende Arbeit widmet sich im der Außen- und Innenpolitik der Ukraine, und den Beziehungen mit Russland und EU und den Brennpunkten dieser Beziehungen.

Mit dieser Arbeit versuchen wir uns der Frage zu nähern, ob – und wenn ja – warum die Ukraine sowohl für den Westen, hier repräsentiert durch die EU, die Vereinigten Staaten als auch den Osten, vornehmlich verkörpert durch Russland, zu Beginn des 21. Jahrhunderts eine solch hohe Bedeutung auf unterschiedlichen Politikfeldern genießt. Weshalb ist einerseits die EU an einer weiterführenden Demokratisierung und wirtschaftlichen Modernisierung des südosteuropäischen Landes interessiert, Russland an einer engeren sicherheits- und wirtschafts-, ja nicht zuletzt allgemeinpolitischen Verbindung mit der traditionell zum russischen Einflussbereich gehörenden Ukraine?

1. Die nationalen Interessen ist eine Widerspiegelung der Interessen aller Bürger der Gesellschaft, die durch das politische System realisiert wird. Diese Interessen vereinigen die Interessen aller Menschen, der Gesellschaft insgesamt. Dabei werden nicht nur Interessen der Bürger in Anspruch, die zur gegebenen Gesellschaft gehören, in Anspruch genommen, sondern jeder Person, die Interessen der nationalen, sozialen, politischen Gruppen und die Interessen des Staates.

2. Die Mitgliedschaft der Ukraine in der WTO im Jahre 2008 ist bereits vielversprechende wirtschaftliche Partnerschaft zwischen der EU und der Ukraine. Die EU ist einer der wichtigsten Handelspartner. Die Europäische Union ist bereits jetzt der wichtigste Handelspartner der Ukraine. Was den Warenhandel angeht, exportiert die Ukraine in erster Linie landwirtschaftliche Produkte, Energie, Chemikalien, Eisen und Stahl in die EU. Die EU-Exporte in die Ukraine sind vor allem folgende Produkte: Maschinen, Bekleidung.

3. Die geopolitische Lage vor dem Hintergrund der EU-Erweiterung sowie die aktuelle politische und wirtschaftliche Entwicklung macht die Ukraine zu einem der attraktivsten Produktionsstandorte und Absatzmärkte in Europa – mit qualifizierten, preiswerten Arbeitskräften, einem großen Marktpotenzial und steigender Kaufkraft der Bevölkerung.

4. Die Wirtschaft der Ukraine wurde von der Weltrezession besonders hart getroffen, vor allem wegen Exportsenkungen bei konjunkturempfindlichen Branchen wie Stahlindustrie und chemische Industrie. Die größten Anteile an der Industrieproduktion in der Ukraine entfielen 2008 auf: Metallindustrie, Erzeugung von Strom, Gas und Wasser, Nahrungsmittelindustrie, Maschinenbau. Die wichtigsten Exportgüter sind: Metall und Metallwaren, Nahrungsmittel, Mineralien, Maschinen und Aggregate, Chemiegüter Die wichtigsten Importgüter sind: Primärenergieträger/Mineralien, Maschinen und Aggregate, Transportmittel, Chemiegüter.

5. Obwohl die Regierung der Ukraine ihre Aufgaben unter schwierigen wirtschaftlichen Bedingungen übernommen hatte, ist es uns gelungen, einen umfassenden Prozess der tief greifenden strukturellen Umwandlungen in vielen Bereichen der staatlichen Entwicklung in Gang zu setzen. Es ist der Stabilität der Staatsmacht und der ausgewogenen Zusammenwirkung zwischen dem Präsidenten, der Regierung und dem Parlament der Ukraine zu verdanken, dass die Ukraine den Weg der Reformen betrat, die schon längst durchgeführt werden sollten.

6. Mit dem Ziel der weiteren Verbesserung des Investitionsklimas und der unternehmerischen Tätigkeit in der Ukraine ergreift die Regierung weitere Maßnahmen für die Liberalisierung des Steuersystems, Vereinfachung der Genehmigungsverfahren, Verringerung der administrativen Hindernisse und Deregulierung.

7. Die wichtigen Reformen werden im Energiesektor unseres Staates durchgeführt. Insbesondere wurde 2010 das Gesetz über die Grundsätze und Funktionsweise des Erdgasmarktes verabschiedet. Dies ermöglichte für die Ukraine, der Europäische Energiegemeinschaft beizutreten, was zur weiteren Integration der Energiemärkte der Ukraine und der EU sowie zur Erhöhung der Energiesicherheit in Europa beitragen wird.

8. Der Leitfaden bei der Durchführung der Reformen in der Ukraine ist immer der Prozess der europäischen Integration gewesen. Die Regierung hat umfassende Maßnahmen im Rahmen der Anpassung der nationalen Gesetzgebung an das EU-Recht ergriffen. Zugleich betrachten wir die Frage der Schaffung einer tiefen und umfassenden Freihandelszone mit der EU nicht nur im Kontext der Integration der Ukraine in den EU-Binnenmarkt, sondern auch als ein mächtiges Instrument für Beschleunigung der Reformen in unserem Staat. Auf dieser Grundlage haben wir bereits begonnen, unsere Wirtschaft für die Arbeit unter den Bedingungen des freien Handels mit der EU vorzubereiten.

9. Es ist erstens wichtig, dass die Regierung der Ukraine konkrete Ziele verfolgt und vermeidet die Wirkungen, die die Ukraine auf dem Weg in die EU bremsen. Zweitens müssen die Einwohner der Ukraine mehr Information über die Europäische

Union bekommen, über ihre Prinzipien und außenpolitische Positionen. Drittens muss die Europäische Union auch dafür sorg en, dass die Menschen in der Ukraine auch konkrete Vorteile einer Zusammenarbeit mit der EU spüren.

Heute lässt es sich nur vermuten, wie die Zukunft der Ukraine aussehen wird. Wir hoffen auf eine helle, in der die nächsten Generationen mit weniger Widersprächen konfrontiert werden. Die Ukraine ist als Nationalstaat ein Erfolg – sie besteht und daran gibt es keinen Zweifel. Ein Staat, eine Nation ist Wirklichkeit erst dann, wenn er seinen eigenen Weg geht.

Секція 3. Сучасний стан зовнішньоекономічної та зовнішньополітичної діяльності країн

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EFFECTIVENESS OF FOREIGN ENTERPRISE ACTIVITY

Розглянуто особливості провадження зовнішньоекономічної діяльності підприємств з метою досягнення відповідного рівня ефективності їх функціонування на мікрорівні та макрорівні. Роз'яснено методику аналізу ефективності зовнішньоекономічних операцій підприємств та етапи досягнення ефективних зрушень в зовнішньоекономічній діяльності.

Today, financial and economic effect of foreign economic activity taking into account the contribution of specific participants in this process (companies) evaluated not enough, so it is not possible to identify their contribution to the increase in national revenues from the sale of products for export in the proper way. The economic rationale of the enterprise, including those of its directions, with what are connected foreign trade sector entities, is based on analysis of the efficiency indicators [1].

Among a number of economists who made research in this area, should be called

D. Eklunda, R. Mintsberg, M. Porter, H. Simon [5]. Foreign trade enterprises and foreign business risks were considered in the works of scholars such as I. Buzko, V. Chuzhikov, A. Hein, O. Hlevynska, A. Kirichenko, S. Kozantsev, E. Prokushev, B. Smitiyenko, L. Strovskiy, and others [4].

As it is written in "Foreign trade enterprises" work by O. Shkurupiy: "Foreign enterprise trade (FET) – an area of economic activity associated with international production and scientific-technical cooperation, export and import, exit on foreign market" [6].

The term "foreign trade enterprise", according to investigation of M. Didkivskiy, appeared in the USSR in 1986 in the context of overall efforts to reform the administrative-command system of economy, which at that time was in a state of deep crisis [2].

In the first independence years Ukrainian external economic activity was low and unsustainable, with its narrow geography characteristic, underdeveloped structure and significant advantage of imports over exports. The reason for this situation was rather high level of integration and cooperation in all sectors of Ukrainian branches with republics' economies of the former Soviet Union [6].

The development of the external sector is the economy reaction to the needs of national production factors. Participation in the international division of labor is the condition of formation of the current national economic structure that will ensure the normal development of domestic production and better meet the needs of public members [2].

As is indicated in Art. 25 of the Ukrainian Law "About enterprises in Ukraine" foreign enterprise activity is a part of the Ukrainian foreign activity and governed by the laws of Ukraine. The most prominent under the terms of investigated problem is the Law "About Foreign Economic Activities" April, 16 1991, which defines the foreign trade as an activity of economic entities of Ukraine and foreign business entities, based on the relationship between them, which can take place in Ukraine and in foreign countries. The Law consolidates principles, which govern the Ukrainian and foreign business entities in foreign trade activity [7].

International economic relations in the contemporary context of globalization are increasingly taking the form of transnational, developed at the micro level – the level of international corporations. The company, not the state becomes the main subject of the external economy [2].

However, Ukraine has still many unsolved problems in the organization and management of economic activity. The structure of foreign trade, still has a mostly raw-material nature, irrational imports, inefficiently operates enterprises with foreign capital. Ukraine's integration into global economic structures needs time and will occur as the formation of internal and external conditions [2].

Organization of economic activity is a very difficult and complicated work. It requires careful process issues such as market conditions, potential buyers and sellers, establishing business contacts with them, the negotiations, signed agreements. Therefore, for effective management of foreign economic activity at the enterprise level is necessary management structure to provide for adequate conditions of work. Methods for analyzing the effectiveness of foreign operations primarily involves: a) a general analysis the profitability of the enterprise at the expense of foreign economic activity; b) an analysis of external economic obligations for their operations; c) analysis an efficiency of return on funds invested in export operations; d) analysis an efficiency of import operations, particularly in the case of their implementation under a loan.

In fact, determining the efficiency of production is to assess its results. According to investigation of scientists, these results may be the volume of manufactured products in natural or cost (at wholesale prices or at cost) terms or profit can be considered as such results. The general methodology for determining the efficiency can be formalized in such a relation:

$$F = E / P, \tag{1}$$

where F – efficiency,

E – effect (results),

P – costs (resources).

It should be kept in mind that the list of enterprise resources that determine its efficiency, is not exhaustive, it means, in concrete terms other factors can have a significant impact the efficiency on the enterprise. But for the average enterprise that operates in a market, taking into account these factors guarantees the most adequate assessments of the company [9].

Organizational forms of foreign economic activity in Ukrainian industrial enterprises are mostly individualized. However, you can highlight some common features [6]. At the manufacturing plants that are actively involved in foreign economic activity, foreign aid currently exists mainly in two forms:

1. Department of Foreign Economic Relations (DFER) in the framework of the administrative apparatus.
2. Foreign Trade Firms (FTF) [3].

Formulation of problems that arises during the enterprise, allows us to respond to changing internal and external environments. Problems formulation is based on the study factors of any deviations and are critical to further their solution. In determining the effectiveness of foreign trade enterprises applies a systematic approach that provides an opportunity to make a comprehensive analysis of any kind of foreign operations [8].

The main purpose of entering foreign markets for companies, is maximization of income by using economies of scale. Output on foreign markets is usually a long evolutionary process. Experience shows that a systematic, gradual gaining of experience in foreign economic activity, mechanisms of those – the best, and in many cases the only way to achieve success. To gain access to foreign markets the company should go through several stages, each of them has its own characteristics [2]. Analysis of efficiency of foreign economic activity is important to assess the current economic state enterprise, the prospects for its development and prevent financial losses. It is an integral and crucial part of the analysis of international business [6].

Having analyzed the question of foreign enterprise activity was made the conclusion that the effectiveness of foreign enterprise activity depends on enterprise resources, market conditions and management.

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PROSPECTS OF THE DEVELOPMENT OF POLITICAL SITUATION IN LIBYA IN THE CONTEXT OF THE ARAB REVOLUTION 2011

Розглянуто специфіку розвитку політичної ситуації в Лівії після падіння режиму М. Каддафі. Особливу увагу приділено діяльності Національної Перехідної Ради.

During the year 2011 in several Arab states there took place a tide of revolutions, which resulted in the overthrow of rulers governing the countries during decades. Among these states we find Libya, where Colonel Gaddafi's regime having existed for more than forty years was overthrown. It should be noted that Gaddafi was not a common enemy for all Libyans. This is evidenced by strong resistance against the rebels, supported by the NATO troops. After all, during Gaddafi's rule Libya finally ceased to be a colony, British and American military bases were removed, industry was nationalized, and the influence of Western countries was reduced to minimum. Constantly repeating the thesis about the "dictator," many experts forget that the form of government in Libya ("Jamahiriya" – "the rule of the masses") was a rather unique system of governance. It took into account special features of the tribal organization of society, united by three very different provinces and was supported by its own ideology, combining the ideas of tribal law (adat), socialism and Islam. These were factors due to which Gaddafi's followers held for incredibly long time, despite international isolation and economic blockade. Apart from this, fanatic tenacity with which Sirte and several other cities defended, themselves suggests that all unfavorable forecasts about further tribal confrontation are most likely to come true.

On the 23-d of October, 2011 Libya's government officially proclaimed the end of the 42-year epoch of Gaddafi. At a ceremony in Benghazi, which brought together thousands of triumphant people with flags and banners, it was stated that «the Pharaoh of Time »had been sent to the dustbin of history and the country was returning to democracy and reconciliation. The head of the National Transitional Council, Mustafa Abdul Jalil, the former minister of justice during Gaddafi's rule, assured that the foundation of Libyan legislation would become shariah laws.

On the 28-th of October, 2011, the North Atlantic Council decided to end military operations in Libya. NATO authorities acted in accordance with the UN Security Council resolution adopted on October 27, 2011. As the basis of the resolution, there were taken two projects performed in the Security Council by Russia and Great Britain.

Regime changes in Libya caux concern in a number of states, primarily because of the uncontrolled proliferation of arms. Thus, U.S. Secretary of State Hillary Clinton during her visit to Libya promised that the U.S. government would allocate millions of dollars to new Libyan authorities in order to struggle with arms smuggling.

Israeli authorities fear that due to the supply of looted Gaddafi's arsenals, Hamas will get longer range missiles and would be able to shell Israeli territory up to Tel Aviv and Jerusalem.

It should be noted that the authority of the new Libyan government will depend largely not only on how quickly political and economic situation will improve, but also on how and who will now distribute oil revenues and billions of dollars being frozen by foreign banks, as well as on how the unemployment problem will be solved (which concerns more than 30% of the population).

The members of the Transitional National Council (TNC), which now is the head of Libyan government, are distinguished by different ideological and religious views, there are Islamists from Benghazi, secular nationalists and former members of Gaddafi's government, as well as expatriates and business leaders (such as a new figure in Libyan politics- Ramadan Saleh Ben Amer, a long-time resident of the UAE; Radzhad Mabrouk, who came from Texas, and also M. Shaman – a member of the board of directors of «Al Jazeera»). Important role in the TNC is also played by field commanders, primarily by the commander of the armed forces A. Benhadj, who is known to be the most closely connected with «Al-Qaeda». Despite certain diversity of group members, the Council can hardly be considered as a representative body for the majority of tribal leaders (and these are more than a hundred) who are not its members and did not participate in the battles, waiting for the outcome of events.

This situation became the reflection of specificity of the Libyan society, where no groups of the elite existed, capable of organizing upheaval. Therefore, the situation transformed into a separatist movement with a rather amorphous leadership, represented mainly by expatriates.

One of the major challenges of the new regime will be the question of its legitimacy: if Gaddafi had been overthrown by the Libyans (like Hosni Mubarak in Egypt and Ben Ali in Tunisia), without NATO missiles, the achievement of internal compromise would be more realistic. There remains important the question about adoption of the constitution: for the first time in 42 years the country will have to determine not only the form of government, but the nature of the regime itself, its ideology and policy framework. However, Libya doesn't have historical experience of electoral process and political infrastructure to suppress separatism.

It is obvious that without Western support the new Libyan government won't last long, but in its official statement the TNC strongly opposed foreign presence in Libya, including UN peacemakers. Perhaps, the new government in Libya will after all turn to NATO for help in maintaining the «constitutional order», but it is unlikely someone from the alliance would risk to send troops. Therefore, the formation of the new state in Libya is very difficult and will lead to significant political transformations in the country, which hasn't created democratic institutions of government and civil society. Of course, the stabilization of the situation in Libya will depend on successful negotiations with the tribes representatives and on entering into an agreement providing them an access to oil resources and, along with it, social guarantees that existed under the regime of Muammar Gaddafi.

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INTERNATIONAL COOPERATION OF UKRAINE CONCERNING ENVIRONMENTAL PROTECTION

Від вирішення проблем оптимізації природокористування залежить існування всієї біосфери. Дуже важливими для вирішення цієї проблеми є наявність та дотримання міжнародних домовленостей, їх спільне використання має супроводжуватися співробітництвом, а не протиборством. Рішення цих проблем можливе лише на базі міжнародного співробітництва, здійснюваного на двосторонній і багатосторонній основах. Формами такого співробітництва є організація наукових та практичних зустрічей; створення міжнародних організацій, що координують спільні зусилля з охорони природи.

Using international resources of particular importance is the existence of and adherence to international agreements, their sharing should be accompanied by cooperation rather than confrontation. And the exploration, production and rational use of non-renewable resources, health and reproduction of renewable resources, as their depletion and pollution, will be converted from the internal affairs of each country in the universal problem of survival. Troubleshooting optimization of nature requires a high scientific potential, means for conducting experiments and equipment, which many countries, especially developing countries, do not have. They have a lot to learn from one another. The biggest problems arise when sharing fish stocks and highly migratory animals and birds, as for biogeocenoses no frontiers. Consequently, there are lot of problems when animals that are protected in one country are subjected to fishing and hunting in another. This problem is not only ecological but also economical, as it turns out that consumer countries receive additional income due to the fact that the country-guards spend on health and refuse to preserve endangered species. As a result, political tensions in relations between countries increases. To resolve the conflict a bilateral agreement can be adopted. Often there are conflicts caused by poaching, the so-called economic zones of various countries. In 60th years coastal countries have set, in addition to territorial waters (12 miles from shore), under full state sovereignty, 200-miles economic zone with free shipping, but they have limited production of biological resources under licenses that includes quotas that limits catch. Another important problem that requires international cooperation and agreements is pollution, which concerns absolutely all international and transnational resources.

Finally, the existence of the entire biosphere depends on whether people are able to prevent the beginning of nuclear, biological, chemical and ecological (there is a project of deliberate destruction of the ozone layer over the territory of the enemy) wars. Each of these wars can influence irreversible environmental changes. Thus, the growing influence of human activities on the environment causes undesirable changes in the natural environment: pollution of air basin, oceans, depletion of natural resources globally. A violation of the ecological balance of doing great harm to the gene pool of all living things, including humans. Therefore the problem of harmonizing relations between society and nature, the environment has acquired global significance. There was a need to develop effective international mechanisms that would ensure reasonable use of the planet's resources, their protection, would contribute to the preservation of ecological balance. Solution of these problems can only be based on international cooperation, carried out on a bilateral and multilateral basis. The forms of such cooperation is organization of scientific and practical meetings, creation of international organizations that coordinate the joint efforts of conservation, official signing of contracts and agreements.

The history of international environmental cooperation began over 100 years ago. In 1875 Austria-Hungary and Italy adopted the Declaration of Birds' Protection. In 1897 Russia, Japan, the United States made an agreement on joint use and protection of fur seals in the Pacific Ocean. The first international convention was signed by some European countries in 1902 in Paris concerning the protection of birds useful to agriculture. Unfortunately, the Convention gave permission to destroy certain types of "bad" birds. In 1950 in Paris was signed a new Convention concerning the protection of all bird species. Within the framework of international cooperation in environmental protection have been solved the most complex problems and specific projects. They include joint engineering and technical development with the protection of the atmosphere from industrial emissions, prevention of agricultural pollution, conservation of wild flora and fauna, establishment of reserves and others. A special group of projects researches the impact of human activities on climate prediction of earthquakes and tsunamis in the field of biological and genetic effects of environmental contamination. These projects have involved a variety of specialized international governmental as well as public organizations, including UNEP (United Nations Environment), established in 1973, which coordinates all activities in the field of environmental protection, develops a program for further joint action in this regard, WMO (World Meteorological Organization), UNESKO (United Nations Educational, Scientific and Cultural Organization), WHO (World Health Organization), ECE (Economic Commission for Europe), IMO (International Maritime Organization), IORP (MATATE) (International Organization for Radiological Protection), IUNP (International Union for Nature Protection, Natural Resources).

One of the largest non-governmental organizations working on environmental protection is Greenpeace – Green world, which works together with members of the public of our country. Its main task is to prevent contamination of the biosphere. This organization was formed in 1971 in North America. It operates in thirty countries. In Ukraine, it began to work in 1990. Development of environmental cooperation contributes to international forums – the Stockholm Conference on Environment (1972), whose opening day was declared the World Day of Environment, the Conference on Security and Cooperation in Europe (Helsinki, 1975), Global Forum problems of survival (Moscow, 1990), UNO Conference on Environment and Development (UNCED or Kosrae-92, Rio de Janeiro, 1992). One of the first initiatives of UNEP – a global system of monitoring stations as of and changes in the biosphere. Under the auspices of UNEP, together with WMO and UNESCO was held in 1979 in Riga, in 1981 in Tbilisi, and in 1983 in Tallinn international symposium on Integrated Global Monitoring of environmental pollution. Work on the project "Biosphere" provides surveillance of the biosphere to the background level. First International Congress in the biosphere reserves were held in Minsk in 1983. 17 large reserves of the former USSR were included to the global network.

Important documents of international environmental relations are World Charter for Nature Protection, which proclaims and takes under the protection of the right of all life forms to survive; Convention on the Prohibition of war and hostile use of Environmental Modification, Declaration on the Human Environment, which is a summary of basic principles of international cooperation; Convention on Climate Change, Convention on Biological Diversity, Convention on Combating Desertification. Of particular importance is the main document adopted by UNCED – “Agenda for the XXI Century” – World Plan of Action for Sustainable Development, according to which such model of socio-economic progress of society should be understood, when vital human needs would be met with regard to the rights of future generations to life in a healthy and natural indeterminacy non-depleted environment. In addition, sustainable development is impossible without a more equitable use of resources of nature, poverty, on the one hand, and impermissible luxury on the other. Thus, environmental problems are on the first place in international relations.

From the first days of independence, Ukraine is actively involved in international environmental activities and implementation of environmental programs and projects. Thus, according to the Law "On Natural Reserve Fund of Ukraine" dated November 26, 1993 Decree of the President of Ukraine "About the Biosphere", which approved the list of biosphere reserves in Ukraine, which included the Bureau of International Coordinating Council of UNESCO program "Man and Biosphere" the international network of biosphere reserves. In November 1993 these reserves were three: Askania-Nova (Kherson region.), Black Sea's (Kherson, Mykolaiv region.) Carpathian (Transcarpathian region). Ministry of Foreign Affairs of Ukraine and Academy of Sciences of Ukraine have prepared materials required to sign an agreement with Poland and the Slovak Republic to establish an International Biosphere Reserve "Eastern Carpathians".

International cooperation in environmental protection is one of the important places of the foreign policy of Ukraine. Ukraine as a sovereign member of the UNO of many international environmental agreements and with other countries continues to work on tasks to save our planet from ecological disaster. Ukrainian scientists maintain business relationships with their colleagues from Hungary, Czech Republic, Slovakia, Poland, Bulgaria and other nations. Joint studies are conducted in the Carpathian ecosystems, Polissya, the Black Sea, and the conservation of recreational resources, rare flora and fauna are developed.

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GEOPOLITICAL PRECONDITIONS OF MILITARY OPERATION AGAINST LIBYA IN 2011

Розглянуто головні геополітичні передумови дестабілізації ситуації у Північно-Африканському регіоні, що послужили причинами збройної операції в Лівії, зокрема. Проаналізовано суб'єктивний фактор, що вплинув на революційні події в країнах регіону. В цьому контексті розглянуто план «Великий Близький Схід» та теорію доміно.

The end of 2010-2011 marked by the mass anti-government manifestos with the explosive nature almost simultaneously in such the Arab countries like Tunisia, Egypt, Algeria, Morocco, Mauritania, Iraq, Jordan, Yemen, Bahrain, Sudan, Libya.

Attempts to conduct the same manifestos took place in Kuwait. The root causes of social protest in the Arab world are both internal and external nature. And in each country they are due to specificity of historical development, particular socio-economic, political and religious situation.

One of the main external factors that influenced on the escalation in social and economic problems experienced by the Arab world has become a subjective factor, its roots are contained in the geo-political goals and interests of one of the leading world powers – the United States.

It means trying of the U.S. to restructure existing regimes in the geopolitical project called "Greater Middle East» (The Greater Middle East, WSB), developed by American strategists for more than 30 years ago. The aim of the project is to ensure smooth transportation of hydrocarbons in the United States. At first this project included only on the Persian Gulf, but in the future zone has been significantly expanded. First, at the expense of the Caspian Sea and North Africa, where the large reserves of hydrocarbons were discovered , and then of Iraq (the invasion of this country of American troops), and then – Afghanistan, Pakistan, Central Asia and Transcaucasia. Finally the form of the draft WSB in the monograph by Dzh. Kemp and R. Harkavy "Strategic geography and the changing in The Middle East» (Geoffrey Kemp and Robert E. Harkavy "Strategic Geography and the Changing Middle East"). WSB today is a huge region, which occupies the entire space from North Africa to the borders of India and Russia, including the former Soviet republics of Central Asia and Caucasus,that the U.S. declared a zone of its "vital interests" [4].

Since the beginning of the project "Greater Middle East" the value of this macroregion to the United States has been growing. According to official forecasts of the U.S. DOE (Department of Energy), untill 2025 two-thirds of all oil in the U.S. will imported it from WSB. Not surprisingly that the main U.S. military bases are concentrated in this region, including 10 major military airfields and naval bases for several strike forces of the U.S. Navy. More than 200 thousand U.S. troops on a permanent basis stay directly in Afghanistan, Iraq and the Arabian Peninsula. The invasion of U.S. and NATO in Afghanistan (2001) and Iraq (2003) were associated with the reformation of the eastern part of VBS. In 2011 it's a time to structure the western part of the macroregion, which includes replacement of the existing regimes in the more controlled by the U.S. and more dependent on them and at the same time more capable in terms of providing greater stability in their countries and to prevent disruption of supply of hydrocarbons, primarily to U.S. [3].

Distribution of Washington operations for regime change in Tunisia, Sudan, from Yemen to Egypt and Syria perfectly fits into the strategy of the Pentagon and State Department for the entire Islamic world.

Events in North Africa is a clear embodiment of another theory developed in the middle of last century in the U.S. – domino theory (domino effect). This is the term was used for many years by Western politicians during the Cold War. The concept was first developed by U.S. Secretary of State John Foster Dulles. The concept was first developed by U.S. Secretary of State John Foster Dulles. Domino theory or the domino effect is a political theory that means that any change results in a linear number of other changes, just as falling domino stones, built in a row. Only during the Cold War, this theory, responding to the trends of that time, was directed mainly against the threat of communism and socialism in South-East Asia.

Changes in one African country resulted in similar changes in many countries of the continent. The starting point for unrest in the region was "Jasmine Revolution", which was held in Tunis on January 14, 2011 [5].

Changes in the African countries have largely been triggered by a powerful information prepared by the United States by order of President Barack Obama in the summer of 2010.In particular, the "information scenario" was applied to Egypt, Tunisia, Yemen and several other states. Events are unfolding in Libya was by the "war scenario".

A key role in the development of Libyan war also played an oil factor. First, the leader of the Libyan Revolution Muammar al-Gaddafi infringed the interests of the English and American oil companies. They thought it would be privatized National Petroleum Corporation and they will be able to "lay her hands on." But this did not happen.Secondly, Gaddafi made to pay half a billion dollars compensation French oil company "Total". And thirdly, he decided to revise the previous concession agreements to develop oil fields. Before that western oil companies, in accordance with agreements on production sharing, had been receiving from 20 to 55 percent of oil produced. Gaddafi has decided to reduce everything to a common denominator to all foreign companies receive no more than 20 percent of oil produced. Thus, revenues of some Western concerns then were cut into two or even more [2].

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EL ESTADO Y LAS PERSPECTIVAS DEL JAPÓN EN LAS CONDICIONES ACTUALES

Проаналізовано сучасну ситуацію в Японії, в умовах техногенної катастрофи. Наведено оцінку ринків нерухомості та інвестицій у зв'язку із зазначеними обставинами. Розглянуто можливість розвитку подій за сценарієм «Японія в Росії».

El terremoto y tsunami de Japón en la primavera de 2011 han causado la destrucción sin precedentes de la vivienda y de la infraestructura y el accidente nuclear de Fukushima I. En la recuperación, de acuerdo con estimaciones preliminares, se requieren al menos 5 años.

El Banco Mundial ha valorado las pérdidas totales de Japón a $122-235 billiones, o 2,5-4% del PIB. El gobierno del país ha llamado el terremoto, que había ocurrido el 11 de marzo, el desastre natural más costoso de la historia. Según las estimaciones del gobierno el daño ya es mayor – $300 mil millones.

Los expertos difieren en sus opiniónes de cómo los acontecimientos trágicos se reflejarán en el mercado del país, y si afectarán los mercados de otros estados. Según unos pronósticos, a los bienes inmuebles japoneses los espera una caída “brusca” de 15% y la huida de los inversores. Según otros pronósticos, serán atractivos para los especuladores.

La actividad comercial se ha disminuido, la mayoría de las empresas extranjeras clausurán sus oficinas en Tokio.

Al mercado de bienes inmobiliarios lo espera una disminución de 10-15% y el retroceso de los inversores, dijo Igor Indriksons, director de inversiones en sociedad extranjera de bienes inmuebles de la empresa IntermarkSavills. "Es un golpe grave para la economía, que causa el colapso de los mercados, la quiebra y el desempleo. En los últimos 20 años Japón se encuentra en la zona del crecimiento negativo, en el mercado inmobiliario había mucha especulación. El país estaba a punto de salir de la crisis, cuando ocurrió la tragedia" – dice el experto.

Pero uno de los inversores más respetados en el mundo, el multimillonario estadounidense Warren Buffett ha anunciado que nunca habría vendido las acciones de las empresas japonesas, si las tendría. Ha recordado que las grandes emergencias permiten la compra de acciones.

Sin embargo, algunos expertos no creen que los acontecimientos en Japón causen un impacto significativo, en la zona del mercado local.

"Probablemente, los japoneses, los mismos, saquen sus capitales de los mercados europeos, en los que habían invertido, para ayudar a la reconstrución de la economía después del terremoto" – está de acuerdo Indriksons Igor.

Actualmente los inversionistas japoneses en bienes enmuebles poseen los activos cuyo valor total constituye $ 11,8 mil millones fuera de su país [1].

Vamos a examinar las características de las finanzas del Japón en las condiciones modernas de la castástrofe tecnológica.

El 21 de marzo el representante plenipotenciario presidencial de Rusia en el Distrito Federal del Extremo Oriente, Viktor Ishayev, en una conferencia de prensa en Jabárovsk ha resumido las soluciones de la reunión encabezada por el jefe del gobierno de Rusia dedicada a los problemas del desarrollo del complejo de combustibles y energética del Extremo Oriente. Segun él el flujo de inversiones al Extremo Oriente después del terremoto en Japón podría ser aumentado, especialmente en los proyectos relacionados con la producción de la energía eléctrica cuyo deficit sienten los vecinos.

Los expertos valorizan el proyecto de la transmición de la energía eléctrica de Sajalín y del Territorio de Jabárovsk a Japón en 186 mil millones de rublos. El proyecto comprende la construcción de dos centrales eléctricas térmicas en la región de Sajalín y Gavan Sovétskaya, cada una con una capacidad de 1.000 megavatios. La transmición de la energía eléctrica de Sajalín a Hokkaido será posible por medio del cable submarino. La financiación del proyecto se propone de varias fuentes: el 50% – del presupuesto, el 30% – de los fondos de préstamo y el 20% – de los fondos de la empresa. El proyecto se basa en el uso del carbón del Territorio de Jabárovsk y de región de Sajalín [2].

El gurú de la inversión, el multimillonario Warren Buffett, considera que el terremoto destructivo en Japón ha abierto las oportunidades para comprar acciones de empresas japonesas.

Asi, el 18 de marzo, el indicador clave del mercado de valores de Japón ha crecido a 2,7%, gracias al apoyo del "Grupo de los siete" (G7), pero en una semana esta indicador se ha reducido a 10% perdiendo en la capitalización aproximadamente $350 millones de dólares y es un descenso de récord semanal a partir de la crisis financiera en 2008.

También Buffett ha dicho que su compañía de inversiones, Berkshire Hathaway, cavila sobre la adquisición de escala nueva. [3] Él no recomienda vender acciones de las empresas japonesas, porque él considera que ahora es un buen momento para las compras. La reconstrucción del país que ha sufrido un terremoto tan grande dará un nuevo impulso al desarrollo de la economía. El fondo de Baffett, Berkshire Hathaway, posee el 80% del fabricante de las herramientas Iscar Metalworking, que tiene su cede en el Japón.

Los desastres naturales no es un obstáculo para la inversión. "Si yo tuviera las acciones japonesas, sin duda no las vendería a causa de los acontecimientos recientes o similares – Baffett dijo a los periodistas. – Los acontecimientos extraordinarios como éstos crean oportunidades para las compras".

Pero el índice de los fondos japonés, Nikkei 225, se ha bajado a 12% a partir del 10 de marzo.

Necesitará algún período de la reconstitución, pero lo sucedido no cambiará el futuro del Japón y de su economía.

Baffett no es el único inversor autorizado que llama a aprovechar la caída de los precios de acciones para compras a causa de fuerza mayor. Anteriormente, Mark Mobius, poseedor de los activos de $ 45 mil millones, había declerado que estaba en espera de comprar acciones de empresas bien gestionadas en el Oriente Medio, a pesar de la probabilidad de la inestabilidad política en la región [4].

Exepto los aspectos económicos del Japón se debe examinar el escenario "Japón en Rusia".

La redacción del periódico japonés The Japan Times el 21 de abril de 2011 ha publicado una carta abierta de la estadounidense Gwendolyn Maddie de la ciudad de Rapid City, Michigan, que ofrece a todos los japonéses trasladarce a Rusia y comprar un terreno de tamaño similar allí.

En su carta ha declarado que "este momento es la hora cuando el pueblo y el gobierno japonés tienen que poner la cuestion sobre la compra de un área similar de la tierra en Rusia – probablemente, en la costa del continente, donde los japoneses podrían asentarse y construir un nuevo Japón utilisando sus islas natales solo como un balneareo para las visitas pero no como un lugar de hogar permanente" [5].

Por cierto, en marzo, el Servicio Federal de Migración del Ministerio de Asuntos Interiores de Rusia ha expresado su disposición a prestar el máximo apoyo de visa para emplear a los ciudadanos japoneses que han quedado sin trabajo después del desastre, los medios rusos escriben [6].

Japón puede seguir existiendo en las condiciones más adecuadas, dice americana, asegurando que sus compatriotas siguen enviando la ayuda financiera para la reconstrucción del país.

Además, Vicepresidente de la Duma del Estado, el líder del Partido Liberal Democrático, Vladimir Zhirinovsky ha invitado a los japoneses a establecerse en Rusia.

"Tenemos muchos lugares con buenas perspectivas de aplicación de las manos y cerebros, especialmente japonéces", – dijo el político.

"La cuestión no es simple porque se trata de un peligro de desaparición de la nación japonesa en el futuro previsible" – Zhirinovsky ha advirtido [7].

Las conclusiones

La cooperación activa de Japón con la comunidad internacional y las diversas inversiones han contribuido que actualmente el Japón recibe los diferentes recursos para combatir los efectos de la explosión en Fukushima.

También se examina la posibilidad de comprar tierras en otros países, por ejemplo en Rusia.

Por lo tanto, Japón es un participante activo en el proceso de la globalización y adquere de él las mejores ventajas, prefieriendo la cooperación económica más favorable.

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THE ROLE AND THE PLACE OF JAPAN IN THE PROCESS OF GLOBALIZATION

Розкривається сутність процесу глобалізації, його взаємодія з процесами регіоналізації. Розвиток Японії після Другої світової війни описується як період найбільш активних міжнародних відносин, причиною чого вбачається глобалізація. Наведені причини японського економічного дива в цих умовах. Розглядаються загальні тенденції глобалізації в Японії, економічної та культурної глобалізації, зокрема. Відчувається тенденція до протистояння процесів регіоналізація та глобалізації в АТР. Особливе місце приділяється фінансовому співробітництву Японії з іншими країнами в сучасних умовах.

One of the key processes of the global system is progressing globalization.

In the modern world, globalization is the overarching trend which affects both large and small countries. This process didn't bypass also Japan. Today Japan is one of the leading developed countries, one of the most important financial, economic and political centers of global importance.

Globalization of the international relations is a strengthening of interdependence and mutual influence of different spheres of public life and activities in the field of international relations. It applies to nearly all spheres of public life, including economy, politics, ideology, social sphere, culture, ecology, safety, lifestyle, and the very conditions of existence of the mankind.

Attitudes toward globalization are ambiguous. This is due to different points of view on the consequences of globalization, in which some people see a serious threat to the global system, while others see a way of further progress [3].

There are basic preconditions that lead to the globalization process:

- sharp increase in the scale of production;
- transition to a new technological method of production [5];
- access of the NGOs to the multinational or global level [2];
- transformation of multinational companies and other organizations into the major actors of the world system;
- liberalization of trade in goods and services, capital markets;
- concentration and centralization of the capital;
- increasing tendency to uniformity and standardization;
- trends of globalized "homogeneous" media and others.

Regionalization is also one of the major trends of contemporary world order. Usually regions concentrate their most activity in the economic sphere, that's why regions are sometimes regarded as analogues of corporations which compete for profits. Today economic, financial and other issues are intertwined with the political ones, which results the fact that internal regions become more active politically on the international stage, becoming independent actors. The independence of internal regions in some cases contributes to their dynamic development by attracting foreign investment, creation of workplaces, etc.

Globalization and regionalization act as differently-directed but parallel processes of contemporary international relations, and it seems wrong and impossible to assume the dominance of one of them. Both trends coexist in modern world politics and should be taken into account in building of appropriate internal and external policies [8].

First of all, it's necessary to analyze the development of postwar Japan. For Japan World War II ended on August 15, 1945. Thus, this was a key turning point for the history of Japan, which can perceive time as a "kairos". This is the dividing line (if you use the Huntington's concept of geographical history), which appears in key moments of history and divides it into what was before and that was after. This turning point provoked a fundamental for the national law transition from of the Constitution of the Japanese empire to a modern constitution of Japan which declares "fundamental human rights" as the highest value [11]. These were the first steps which contributed to the entry of Japan into the process of globalization.

The next important point to examine is the interdependence of Japanese postwar economic miracle and globalization.

The success rate of Japan is obliged to high investment, low wages, forced export of its products and the absence of large military spendings. Suffice it to say that the rate of capital investment in the early 70s in Japan has reached unprecedented levels for the West countries: 38-39%. Undoubtedly, most of these factors are associated with the impact of globalization on the country.

Economic and technological development of Japan in the postwar period was based on and guided by the massive growing demand both domestically and abroad. As a result, Japanese business quickly recouped its costs, implemented a high rate of profit, and immediately repaired the increasing accumulation into the manufacturing investment.

During the period from 1950-1951 to 1979-1980 nearly 34 thousand cases of foreign equipment and technologies buying by the Japanese companies were registered, payments for their use amounted to approximately 11.1 billion dollars. By the early 70s the share of products produced through the use of foreign equipment and technology, accounted for 10% of total industrial production in the country. First, borrowing of someone else's equipment and technology by Japan had the character of mere imitation. However, it gradually developed into a serious remaking and processing the original idea with its implementation process.

Japan is a striking example of the combination of strict protectionism and aggressive export policy. During the grueling trade negotiations Japan opened her markets to foreign goods only dosagely [13].

It's important to mark that Japanese business elite focuses on glocalisation, a synthesis of local cultures modernization with the achievements of global multicultural civilization that occurs in the time of mutual enrichment of cultures.

Thus, the Japanese see the political system in terms of western civilization and in the context of Western democratic and liberal values. However, in the civilizational and cultural context Japanese clearly feel themselves as the part of the Far Eastern civilization, based on Confucian-Buddhist complex. Thus there are no deep contradictions within this complex [6].

Japanese official project of globalization, marked in the end of the XX-th century, calls for setting of the global standards, the adoption of universal values, norms, rules and goes in the mainstream of the American globalization project, and it's not supported not only by some businessmen, but also by a large part of public figures, representatives of trade unions and academics. As a rule, recognizing the need for innovative reforms of the Japanese economy and society in general, his opponents insist on the need to preserve cultural diversity, differences in patterns of social development and emphasize the value and meaning inherent to the local and regional communities, focusing on the identification of forces that can become a counter-balance of globalization pressures by the American scenario.

Many scientists pay attention to the fact that Japanese and Western cultural traditions have different notions of individuality. Japanese idea involves individual self-determination through his relationship with other individuals. Western principles of individualism are more common among youth. Young Japanese are trying to emphasize their individual identity, but with the age conformism and national values begin to dominate [10].

In the late 1980s, small and medium enterprises were the first that hired more immigrants to remain competitive. Japanese Business Federation Nippon Keidanren began to hand over its positions. It called for more flexible immigration policies to attract highly skilled foreign staff. It is also called for the restoration of 3-year training courses as a source of foreign workers, that are supposed to include 1 year of training and 2 years of practice. In fact, these courses provide a cheap labor force (mainly from Asia) and robo-technologies textile industry, agriculture [12].

In elementary acquaintance with the history of Japanese culture one notices that some its components are borrowed. In this context it's essential to study the cultural globalization in Japan.

The traditional components of the Japanese culture came from China and lots of things have been taken from Europe and the USA.

Globalization, in fact touched Japan before the most of the world: from the middle of the twentieth century. In 1945-1952 Japan was occupied by the U.S. and then came under the powerful economic, political and cultural influence of the United States. This influence in the cultural aspects can be compared with the influence of China in the past. Despite the hard pressure of the U.S., most of the cultural elements selection takes place in Japan. Such selection is clearly visible in the language. Now it contains many Americanisms. They often refer to the common lexicon, denoting borrowed words pertaining to everyday realities. However, the knowledge of English in Japan is even lower than in many other Asian countries. Constantly making someone else's elements in its own, Japanese culture does not lose its identity. Therefore, active development of certain elements of the Western world does not necessarily mean deep Westernization of Japan.

The century's old habits, developed in the conditions of isolation from other countries and peoples, help Japan to keep the identity even in the face of globalization, in which the country is actively involved [7].

In the West people began to speak that Japan, closed in its essence, failed to cope with the globalization of the economy, and this was the cause of its economic downturn. However, statistics show that Japan is an integral part of the world economy. Even before the XVII century Japan was active in international trade, led by China. At its time Japan was even a worldwide leader in export of gold and import of sugar.

The rapid development after World War II is a quick continuation and completion of the pre-war process. Japan managed to increase government spending and to lower the interest rate bank loans. Through these measures before the 90th Japanese economy reached its "golden age".

Now Japan needs to create new areas for those industries, which expired abroad. These areas may be: 1) biotechnology, 2) nanotechnology, 3) reconstruction of housing, 4) production of computerized household appliances, 5) software development, 6) the production of robots, etc. In addition, Japan could increase and the share of service sector in its economy [9].

The Development of the Pacific Rim countries can be apprehended as a contrast to the processes of globalization in Japan. Thus, Asia-Pacific is one of the world centers of economic power. Among the major industrialized countries in the region Japan, China with Hong Kong, South Korea, Taiwan, Singapore, Australia and New Zealand are highlighted. Trends of regional integration indicate the formation of the Asia-Pacific pole of economic and technological development. Intergovernmental Conference on Asia-Pacific Economic Cooperation, Pacific Economic Cooperation Council and others are created and operate. Sub-regional political and economic organization of Southeast Asian Nations (ASEAN) founded in 1967 now successfully develops. In geoeconomic space of Pacific Rim countries there are three key actors: USA, Japan and China.

Japan is still the only economic superpower in the region, it first entered the era of high technology. Country, that has limited energy and other natural resources, demonstrated an example of hard work and a fast rate in the second half of XX century. Japan became the "fashion legislator" in some important areas of scientific and technological progress. In the 70-ies the GDP of Japan doubled, and the demand for energy increased by only 7-8%. In practice, the country with the same energy expenditure was approximately twice as much to produce products and services [4, c.185-193].

In the current situation of industrial disaster finance features of Japan can be improved due to an active participation of Japan in the globalization process.

Brunt of the disaster in Japan led to the unprecedented destruction of housing and infrastructure. According to preliminary estimates, at least 5 years will be required on recovery.

Billionaire Warren Buffett says that the devastating earthquake in Japan has opened opportunities to purchase shares of Japanese companies. He recommends not to sell shares of Japanese companies, believing that it is a good time for shopping – reconstruction after the earthquake will add impetus to the economy.

On March 21 presidential plenipotentiary representative of Russia in the Far Eastern Federal District Viktor Ishayev at a press conference in Khabarovsk summarized the meeting of the head of government of Russia on the development of fuel-energy complex of the Far East. He said that the flow of investment to the Far East after the earthquake in Japan could rise, especially in projects related to the production of electricity, which shortage is felt by the neighbour countries.

Experts estimate the project of electricity transfer from Sakhalin and Khabarovsk Krai into Japan at 186 billion rubles. The project is based on the use of coal of Khabarovsk Krai and Sakhalin Oblast [1].

To conclude, we should say that although globalization offers great opportunities, its benefits are used fairly unevenly and its costs are also distributed unevenly. That is why globalization can find a comprehensive and fair character only through joint efforts. These efforts must include policies and measures at the global level that meet the needs of developing countries and countries with economies in transition.

As for Japan, it has suffered both positive and negative effects of globalization. Thus, the actual integration into the global community began at the end of World War II, when Japan was occupied by the United States. That's when the first close contact with another culture, ideology, form of thinking took place. That led to a radical change in the legislation, a partial change of values of the Japanese.

In addition, there is the Japanese export of values abroad. For example, Japanese cuisine has already become an attainment of mass culture in many countries. Many go in for just eastern sports, such as aikido, karate, kendo and others. In its turn, the Japanese culture feels the influence of the Westernization process.

Japanese economic miracle, which lasted from the mid-1950s until the oil crisis of 1973, took place in many ways due to the development of foreign technologies and integration into the global economic system.

Japan focuses on glocalisation, a synthesis of local cultures modernization with the achievements of global multicultural civilization that occurs in the time of mutual enrichment of cultures. Thus, the Japanese see the political system in the context of Western democratic and liberal values. However, they clearly feel themselves as the part of the Far Eastern civilization, based on Confucian-Buddhist complex.

However, there is a tendency to counter processes of regionalization and globalization. Japan sees itself a kind of regional leader. Relations between countries are primarily oriented to the needs and interests of the Pacific Rim countries.

As recent events have caused disasters in Japan, it should be noted that the country's active cooperation with the international community, various investments and investment contributions facilitate the fact that a variety of means to combat the effects of the explosion at Fukushima are now given to Japan. We also consider the possibility of land buying of the territories of other countries.

Thus, Japan is an active participant in the globalization process that selects its best advantages, preferring the most favorable for its economic cooperation.

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POTENTIELLE ENTWICKLUNG DES DEUTSCHEN ARBEITSMARKTES

Представлено розвиток німецького ринку праці, який залежить від економічного розвитку країни. Розглянуто питання безробіття в умовах європейської кризи. Приділена велика увага соціальному захисту працюючого населення. Представлені тенденції розвитку міжнародного валютного фонду та його роль у розвитку країн Європи.

Falls die Wirtschaftslage in Deutschland sich tatsächlich so entwickelt, wie es die Fachleute vom DIW nach aktuellen Erkenntnissen weissagen, könnte die Zahl der sozialversicherungspflichtig Beschäftigten im Idealfall auf bis zu 40,33 Millionen steigen. Damit würden die Arbeitslosenzahlen endlich wieder auf deutlich unter 4, wenn nicht gar etwas unter 3 Millionen sinken. Die Tatsache, dass die relativ schnelle wirtschaftliche Erholung auf Kurzarbeit auf der einen und längere Arbeitszeiten (manche arbeiten inzwischen über 48 Stunden pro Woche) auf der anderen Seite zurückzuführen ist, dürfte die Euphorie jedoch wiederum abschwächen. Zudem bleibt abzuwarten, wie sich die uneingeschränkte Arbeitnehmerfreizügigkeit auch für

Menschen aus den neuen EU-Ländern auf den deutschen Arbeitsmarkt auswirken wird. Falls dann nicht Mindestlöhne eingeführt werden, besteht die Gefahr, dass das Lohnniveau der entsprechenden Tätigkeitsfelder heruntergedrückt wird.

Im Maschinen- und Anlagenbau wird im kommenden Jahr nach aktuellen Schätzungen des Branchenverbandes VDMA um insgesamt 8 Prozent mehr produziert werden. Und auch der Umsatz wird mit ca. 175 Millionen Euro 2011 den Trend zur Steigerung fortsetzen. Letzteres ist vor allem dem Export zu verdanken, welcher im ersten Halbjahr des laufenden Jahres um 5,7 Prozent zunahm. Jedoch bestehen bei der Wirtschaftsentwicklung durchaus Unterschiede zwischen den verschiedenen Teilbranchen. Während Kunststoff- und Textilmaschinen gut laufen dürften, dauert es noch etwas, bis beispielsweise Unternehmen, die Landmaschinen herstellen, vom Aufschwung profitieren. Voraussetzung ist allerdings hier auch und gerade, dass mehr in Bildung und Forschung investiert wird. Andererseits werden sich, wie kürzlich in der Dürener Zeitung zu lesen war, laut DIW dann 23.000 Absolventen um nur 9.000 durch Pensionierungen frei werdende Stellen drängeln. Möglicherweise könnte die erhöhte Produktion zumindest für die meisten dieser nachrückenden Arbeitskräfte eine Chance sein. Ob es jedoch für alle reicht, wird sich zeigen.

Auch 2011 hat die Bundesregierung weitere Sparmaßnahmen geplant. Besonders der ärmere Teil der Bevölkerung ist einmal mehr davon betroffen. So werden im nächsten Jahr Sozialleistungen wie das Elterngeld für Hartz-4-Empfänger gestrichen und die Subventionen, welche bislang in die Landwirtschaft flossen, gekürzt. Unter anderem dadurch erhofft sich der deutsche Staat, in besagtem Jahr 11 Milliarden Euro einzusparen. Außerdem könnten Flugtickets durch eine zusätzliche Steuer je nach Entfernung für den Verbraucher noch teurer werden. Grundsätzlich lässt sich sagen, dass stark exportorientierte Branchen in Deutschland, wie übrigens auch die Chemie- und Automobilindustrie, auch 2011 bessere Entwicklungsmöglichkeiten haben werden.

Laut des internationalen Währungsfonds (IWF) wird die globale Wirtschaft im kommenden Jahr durchschnittlich um 4,2 Prozent wachsen. Bei aufsteigenden Schwellenländern ist naturgemäß mehr Wachstumspotential vorhanden als im Falle von wohlhabenderen Staaten, in denen bereits ein hoher Standard erreicht ist. Zu den Ersteren zählen weiterhin in erster Linie China, Indien und Brasilien. Allerdings wird auch die steigende Staatsverschuldung im Jahr 2011 weiter ein Problem bleiben, wenngleich mit sinkender Tendenz. So wird etwa Griechenland – wohl auch dank der finanziellen Hilfen dieses Jahres – statt der 2010 resultierenden -4 Prozent nur noch ein Minus von -2,6 Prozent aufweisen. Während es für die ebenfalls in einer kritischen finanziellen Lage befindlichen EU-Länder Spanien und Irland nach Einschätzung des IWF wenn schon nicht hinsichtlich der gesamten Wirtschaftsleistung, so doch zumindest wachstumsmäßig wieder langsam bergauf gehen soll, wird für die Schweiz 2011 lediglich ein Wachstum von 1,7 Prozent prognostiziert. 2010 waren es dort noch 2,9 Prozent. Die wirtschaftlich weniger leistungsfähigen Länder der Währungsunion drücken die Prognose für die Wirtschaftsleistung der gesamten Eurozone auf knappe 1,5 Prozent herunter. Doch auch in der einstigen Wirtschaftsmacht USA wird die Konjunktur 2011 lediglich um 2,3 Prozent steigen.

Bei der deutschen Wirtschaft sieht das Deutsche Institut für Wirtschaftsforschung (DIW) die zukünftige Entwicklung ein klein wenig rosiger. Ausgehend davon, dass das Bruttoinlandsprodukt bereits 2010 um insgesamt 2,1 Prozentpunkte gestiegen sei, geht es in Deutschland mittlerweile von einem voraussichtlichen Wirtschaftswachstum von 3,4 Prozent für 2011 aus. Das ist fast doppelt so viel, wie einige Monate zuvor vermutet worden war. Spätestens Ende jenes Jahres wird die Wirtschaftskraft wieder das Niveau von 2008 erreicht haben. Und auch die Exporte dürften sich laut Einschätzung des DIW dann normalisiert haben. Die Inflationsrate werde dem Institut zufolge nicht weiter steigen, dafür wahrscheinlich die Neuverschuldung des Staates. Dadurch wird es erneut keine Steuersenkungen geben und die Staatseinnahmen werden bis zum kommenden Jahr auf 42,5 Prozent der Wirtschaftsleistung Deutschlands heruntergehen.

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GEOPOLITICAL MEASURINGS OF GLOBAL DEVELOPMENT ASYMMETRY

На основі екстраполяції методологічного концепту міжнародного порядку Стенлі Хоффмана проаналізовано асиметрії глобального розвитку в горизонтальному, вертикальному, функціональному та ідеологічному вимірах. Зокрема, розкрито горизонтальні виміри симетричності/асиметричності геополітичних відносин в площині міждержавних двосторонніх відносин; окреслено особливості вертикального виміру асиметрій у геополітичних конструкціях «держави-імперії» та міждержавного об'єднання; обґрунтовано пірамідальну структуру асиметричності геополітичних відносин на основі методологічної конструкції вертикального виміру.

Important aspects of global development asymmetry research lay in geopolitics, which in connection with general methodological approaches (world-system and civilizational) is a continuum of knowledge formation which is connected with the national identity and the state sovereignty, geopolitical division of influence spheres, world law norms and "world order" in the global scope. On the basis of this methodological construction the following presentation of global development asymmetries will be based on the geopolitical measuring (the question is horizontal, vertical, functional and ideological measuring) extrapolating upon them the methodological concept of the world order by S. Hoffman.

The horizontal measuring of global development asymmetries represents the international relationships among their main participants – the subjects of these relationships that are on the same level (that are not structuralized hierarchically). Such relations are characterized by both multidimensionality of forms and multi criteria of analysis and evaluation. That is why aiming to study the geopolitical realities in the horizontal measurement it is important to decide on such key data which characterize the relation as symmetric or asymmetric: types of subjects, their quantity and the character of their relations, their quantity and quality measuring [4].

In the horizontal measuring the usage of the "interactionalism" theory approaches that point out the interrelations between countries in the plane of bilateral relations can be the most representative for the theoretical understanding of the foreign affairs nature (Table 1). On the basis of this approach the character of the correlation between two subjects is defined as the bilateral symmetry/asymmetry after asset of certain quantity data (e.g. economic and geographical: the area, the population that form the consumer demand, the natural resources (geographical determinism); economic parameters GDP, GNP per caput, export, import volume, investment and saving levels, innovational development level and so on (economic determinism)) and quality data (political regime, form of political system, type of the economic relationships, character of social relationships in the society and so on).

Table 1. Horizontal measuring of symmetric and asymmetric geopolitical relations in the plane of bilateral relations*

Types of bilateral relations**	**Name of the country**	**Geographical data** *(area)*	**Economic data** *(economic potential, country GDP)*
Type I	Great Britain	=	=
	Italy	=	=
Type of relations	*symmetric*	*S*	*S*
Type II	Russia	Ab	Ph
	Ukraine	As	Pl
Type of relations	*asymmetric*	*A*	*A*
Type III	USA	=	Ph
	Canada	=	Pl
Type of relations	*Symmetric and asymmetric*	*S*	*A*
Type IV	Japan	As	=
	China	Ab	=
Type of relations	*Asymmetric and symmetric*	*A*	*S*

*Generalized and formed by the author on the basis of [4].

** If the basic data of the symmetric/asymmetric bilateral relations definition are the area and the economic potential of two countries, there are 4 types of relations: Type I – symmetric relations (two countries are relatively equal according to the area and economic potential); Type II – classical asymmetric relations (one country prevails the other country by area and economic potential): Type III – symmetric and asymmetric (two countries are relatively equal according to the area but they are asymmetric according to the economic potential); Type IV – asymmetric – symmetric (demonstrates the inverse relationship to the type III: countries are asymmetric in the area and they are symmetric in their economic potential).

Symbols: = – a symbol of the relative equality of according to geographic and economic data; Ab – a country with a bigger area; As – a country with a smaller area; Ph – a country with a higher economic potential; Pl – a country with a lower economic potential; S – symmetric relationships; A – asymmetric relationships

The vertical measuring of asymmetries is represented by the relations between strong and weak partners and is methodologically argued in the theoretic concepts of geopolitics by concepts-antithesis – "Center – Periphery", "West – East", "North-South". The triumph of the force that is based on the spatial expansion becomes the guarantor of the hierarchic organization of foreign affairs and strict regulations of relations within the frameworks of Empires that are the typical example of domination in the international system of the international order vertical measuring. Basically, the system of the geopolitical relationships (as evidenced by the political history of the people of the world over more than three and a half hundred centuries) has been based on the spatial expansion and vertical hierarchical subordination. In this way states, empires and interstate associations have appeared. This process on the geopolitical level meant the strengthening of the spatial factor in the history of people civilization development.

From the methodological point of view, the state affiliation to different hierarchic levels is only one of the essential criteria of their relation asymmetry. Another essential asymmetry criteria is the "inequality in allocation" (it comes to distance from a particular centre or an area). If these criteria are extrapolated to international relations, we can define at least two coordinate systems of the reference [4].

Historically the first of them is characteristic of intersystem relations in the frames of empires and interstate associations. In this system the relations between its subjects are asymmetric as one subject is the Centre (in the empire states it is the administrative and political unit or the "pole"/"nuclear" in geopolitical definition; in the interstate associations it is the leader country) while the other one is its Periphery. Respectively, the asymmetric relations in the system "Centre – Periphery" reflect the correlation between the whole and a part of it (Fig. 1).

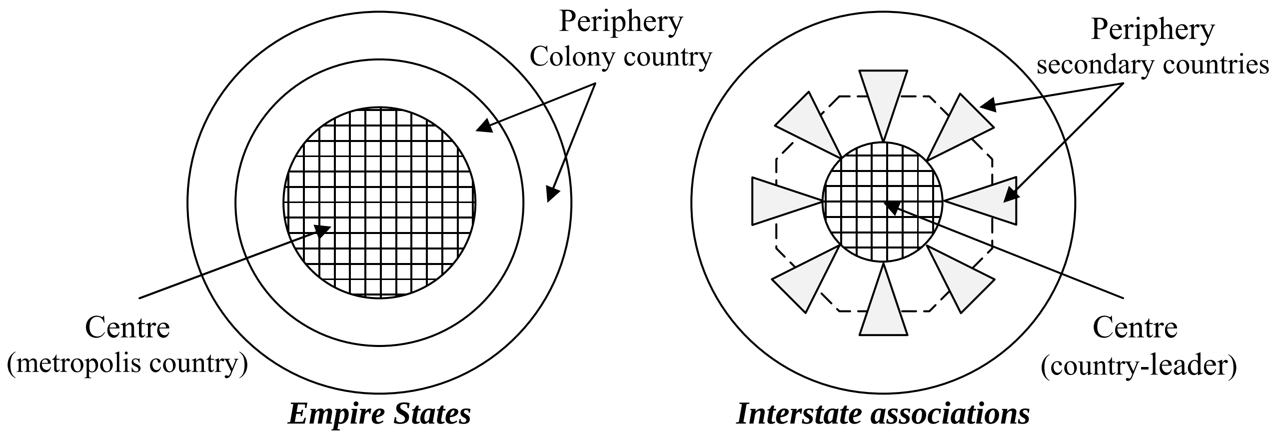

Fig. 1. Vertical asymmetry measuring in the geopolitical constructions of the Empire states and the interstate association

This type of relations allows for strict centralization and subordination of the subject (as a part of closed system) to the Centre's interests that impersonate the system integrity; the typical manifestation of the asymmetric intersystem relations is the domination and subordination state. On the one hand the resources of the subject as a part have to be directed to the realization of Centre's interests as the Centre has to accumulate and represent the interests of the whole as well as its part. On the other hand these relations allows for the feedback that doesn't exclude the cooperation and the mutual help because the Empire-countries have to strengthen their periphery because they view it as a springboard for the following external expansion. This dependence creates the long-lasting dependence of periphery countries from nuclear countries.

The second coordination system represents the *vertical measuring of asymmetries in the intersystem relations.* In this case the starting point, in accordance to which the subjects define the asymmetry of their positions in their relations, can be a certain development level, achievements in different spheres, influence or domination sphere. The place of a country in this hierarchy is defined on the basis of geopolitical "laws of spatial expansion" and a specific set of criteria and parameters that define the geopolitical power of the country (it comes to the material factors – military and economic potential, provision of natural and human resources, achievements in the sphere of high technologies – as well as to the spiritual values (including the level of science and culture development, the level of ethnical homogeneity and social stability and so on).

The methodology construction of asymmetric intersystem relations describes the theory of "structuralism", that defines the international relations as a strictly structuralized hierarchic architecture (Fig. 2), which elements are an overstate (the highest level), large states (leading world companies, that form the second level), middle states (the third level) and small states (respectively form the lowest level of this hierarchy).

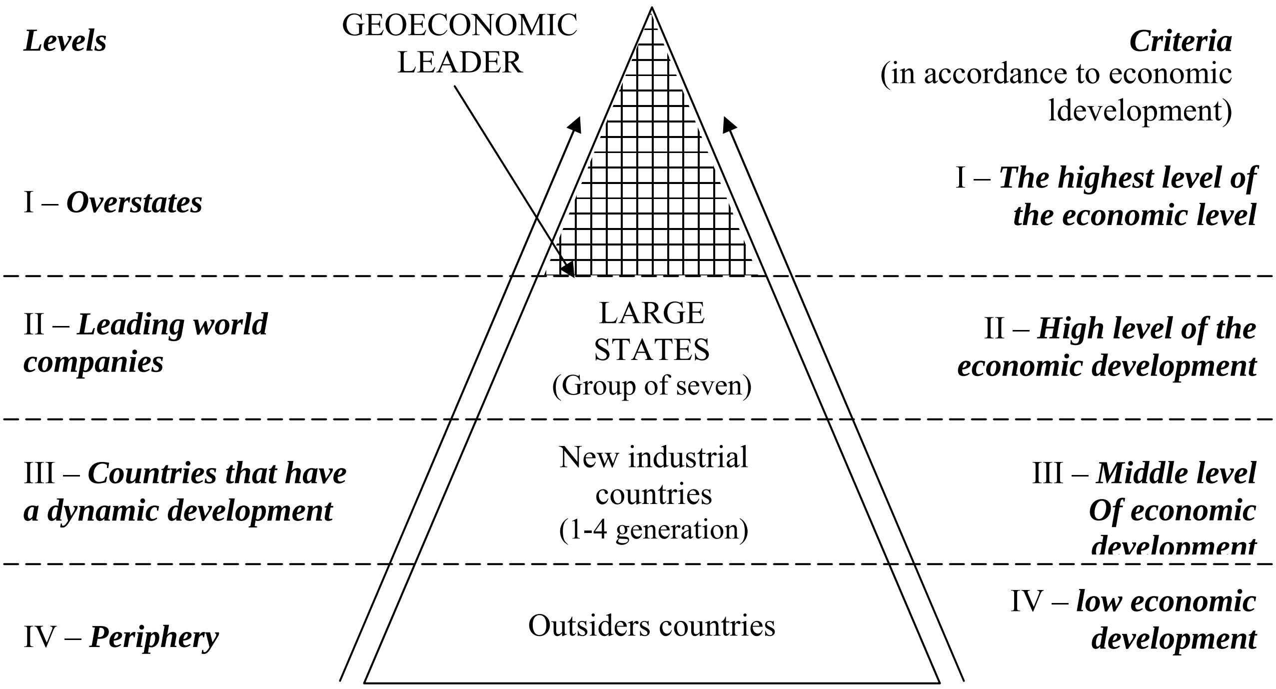

Fig. 2. Pyramid structure of the geopolitical relationship asymmetry on the basis of methodological construction of the vertical measuring

In this pyramid construction the whole system of symmetric and asymmetric relations have been built (symmetric relations exist between of the same level whereas the asymmetric relations exist between the states that have different levels in the intersystem relations hierarchy). The pyramid structure of the geopolitical relations organization is more dynamic – the place of the country in this hierarchy can vary.

The vertical measuring of global development asymmetries has been thoroughly theoretically justified in the *theory of the world system* by Immanuel Wallerstein [1; 2]. It has been also formulated by The Rome Club *in the geopolitical concept North – South*. Wallerstein suggested the theory of the world system that is based on the three-level hierarchical structure: "*nuclear – half periphery – periphery*". According to Wallerstein the most dynamic section in this structure is "half periphery" – in the period of structural world economy reconstruction and corresponding political map transformation the changes occur due to the "half peripheries". Some countries move upwards (nuclear), others degrade to a state of periphery.

In return the geopolitical concept North – South is built on the asymmetry and opposition of the macro regions of the rich North (form the countries of "the gold billion" – the USA, Canada, West Europe and other highly developed countries – Japan, Israel, Austria, New Zealand) and the poor South (countries of "hungry billion" that are situated in the tropics and subtropics – Central Africa, Indian Ocean arch). If the diversified infrastructure for the highly technological production including the information and communication technologies is formed in the North Atlantic part, then the geo-economic micro region South is characterized by the processes of democratization and marginalization of social and economic relations.

The methodology of the functional measuring of global development asymmetries is based on the geopolitical imperatives that give the possibility to position the subjects of international relations in the geospace, define the policy of the participant countries, economic exchanges, moral values and political ambitions of leaders. It comes to the functional interrelation between: *geographical determinism* in the broad sense, *geopolitical code* (as multivector system of the political relations of the state with the outer world, that is historically formed on the basis of the national interests balance and provides a state the status on the global, regional and local levels), *geopolitical vectors* (geostrategic directions of foreign state Policy on the global, regional, local levels that are based on its geopolitical code), *geopolitical strategies* which are the means of the state pragmatic interests in the global space.

Finally, *ideological measuring* of global development asymmetry is based on the main law of geopolitics – fundamental dualism, that is reflected in the planet geographic system and in the historical typology of civilization. Initially and historically this dualism has a nature of two civilization poles alternative (continental and sea countries), and respectively of two classic ideological geopolitical models – "tellucracy" and "tallosocracy". The ideological measuring in the contemporary civilization geopolitics testifies about the further deepening of global development asymmetry and disequilibrium in the geospace. That is why the contemporary civilization geopolitics needs new moral and value settings which the globalized economics of the liberal society can not choose itself.

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INCREASED FOREIGN AGRICULTURAL RELATIONS OF UKRAINE

Одним із важливих завдань реформування економіки України є трансформація агропромислового комплексу. У світовому співтоваристві Україну визнають як потенційного лідера з виробництва сільськогосподарської продукції та основних продуктів харчування: зерна, цукру, олії, м'яса, продуктів переробки молока тощо. Але реалізація цього потенціалу вимагає докладання великих зусиль. Мета цієї роботи – аналіз реальної конкурентоздатності України в агропромисловому комплексі на світових ринках, рівня участі її у процесах лібералізації світової торгівлі й активізації зовнішньоторговельних аграрних відносин з країнами СНД, ЄС.

For optimal functioning of the agricultural sector and increase its competitiveness in terms of the new agricultural policy based on market principles of particular importance is the development of infrastructure to attract foreign investment, large private investment.

Promising for further development and expansion of trade relations between Ukraine and other regions, with foreign partners has become a large-scale construction of modern, upgraded cars, aircraft and railways, communication lines and power, modern telecommunications.

To create a modern and competitive agricultural production in Ukraine is essential formation of innovation culture in the country, the mechanism of implementation in practice. Center of its formation in agriculture in Ukraine could become agricultural technopolis, created at least one in each region of our country. They will decentralize the agricultural scientific and technical potential, will become regional centers of technological development that bring together the scientific-industrial monolith agricultural educational institutions at various levels, research institutes and stations, enterprises of different ownership forms of production and processing of agricultural products and raw materials.

You must create a system of financial maintenance of the agricultural sector (special agricultural banks, farmers' mutual benefit funds) to build infrastructure and legal mechanism for the formation of real mortgage relationship.

It should develop an optimal and realistic program of state support for agriculture with the system of special economic and legal, financial and administrative measures that would, in particular, promptly determine whether the support of certain sectors of agricultural production, plan or program, as is the case in other countries, agricultural production and structural changes in it, taking into account both national and international aspects.

It is important to create the conditions necessary to protect domestic agricultural producers and increase the competitiveness of Ukrainian agricultural products in domestic and foreign markets.

Stabilization of production and financial status of agriculture of Ukraine in the CIS markets, the EU and other countries depends on the speed and direction of restructuring the export-import potential of strategic certainty on the export of competitive products to these markets. Encourage the development of export potential of the field only on the basis of modern structural and transformational changes in agriculture in order to stabilize and facilitate the production of competitive products. Foreign economic activities require compliance with national interests first. To achieve widespread use of protectionist measures on imports and limit competition from foreign companies and other partners in the domestic market is possible only if the formation of its own production and appropriate regulation of foreign economic activity.

For the formation and strengthening competitive advantage of agricultural products on the market should ensure implementation of the following measures:

- to provide lower costs of production and processing of agricultural products;
- consider the market of Russia and other CIS countries as target segments for the Ukrainian agricultural products and concentrate on them to operate;
- set up to provide loans and guarantees for exports;
- to form a trading infrastructure, including wholesale sugar;
- evaluate the quality of products by categories of quality according to international standards.

Effectively solve the problem of reducing resource and energy can only be a broad introduction of new technologies, modern technology, combining the interests of science and practice through market demand. Modern economic environment requires active policy of attracting foreign direct investment. Reconstruction and modernization of the participation of foreign capital requires almost all agroindustrial sector of Ukraine. It is imperative to increase productivity and reduce losses, provide a more profound and comprehensive processing of raw materials for a significant increase in yield of products and increase its consumer qualities. Due to technological backwardness in the agricultural area economy each year does not reach the consumer 1 million tons of meat is not used nearly half of milk protein lost about 30-40% of vegetables and fruits. In large quantities lost or improperly used and grown grain production.

Reduction of agricultural raw materials and the deepening of its processing refers to those areas where the participation of foreign capital in the short term you can get a significant economic impact, in particular – through the creation of relatively small companies that do not require large investments and provide a quick payback of initial cost with low risk for foreign investors. Preferred participation of foreign capital and in shifting agricultural production to modern technology base, including – using powerful scientific and technological and industrial potential of the defense industries that are subject to conversion.

Efficient working of markets is crucial to the overall economic efficiency and hence high competitiveness of the industry. The functioning of the market should encourage efficient economic activity. Otherwise, long-term economic and social consequences can be extremely negative. Therefore be avoided "manual control" and any other activities that do not comply with the principle of effectiveness.

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HAUPTRICHTUNGEN UND TENDENZEN DER INTERNATIONALEN ZUSAMMENARBEIT: GOETHE-INSTITUT

Представлена історія створення Гете-інституту, завдання якого лежить в розповсюдженні знань з німецької мови у світі та створення інтернаціонального міжнародного культурного співробітництва. Надано основні тенденції напрямку розвитку Гете-інституту та показана його роль в освітньо-культурному житті світового суспільства.

Das Goethe-Institut ist ein gemeinnütziger Verein mit Hauptsitz in München und hat die Aufgabe, die Kenntnis der deutschen Sprache im Ausland zu fördern, die internationale kulturelle Zusammenarbeit zu pflegen und ein umfassendes, aktuelles Deutschlandbild zu vermitteln. Es ist nach dem deutschen Dichter Johann Wolfgang von Goethe benannt.

Das Institut unterhält Niederlassungen in 13 Städten Deutschlands sowie 150 Institute und 11 Verbindungsbüros in 92 Ländern. Hinzu kommen ca. 800 weitere Einrichtungen von ausländischen Kooperationspartnern weltweit, für die das Goethe-Institut eine finanzielle Förderung und Maßnahmen der Beratung und Qualitätssicherung bereitstellt.

Das Goethe-Institut wurde 1951 als Nachfolger der 1925 gegründeten Deutschen Akademie errichtet. Ursprünglich sollte es zur Ausbildung ausländischer Deutschlehrer in Deutschland dienen. 1952 konnte das erste Goethe-Institut in Athen eröffnet werden. 1953 begannen die ersten Sprachkurse, im gleichen Jahr übernahm das Goethe-Institut Aufgaben zur Förderung von Deutsch als Fremdsprache im Ausland. 1959–1960 wurden alle staatlichen bundesrepublikanischen Kulturinstitutionen im Ausland Teil des Goethe-Instituts. 1968 begann das Goethe-Institut seine kulturelle Programmarbeit.

Im Zuge der Erhebung der dialogischen und partnerschaftlichen Kulturarbeit zur dritten Säule der deutschen Außenpolitik unter Willy Brandt erlebte das Goethe-Institut Anfang der Siebziger Jahre einen weiteren Bedeutungszuwachs. 1976 wurde der Rahmenvertrag mit dem Auswärtigen Amt unterzeichnet. 1980 trat ein neues Standortkonzept für das Inland in Kraft, das eine stärkere Berücksichtigung von Groß- und Universitätsstädten vorsah.

Nach dem Fall des Eisernen Vorhangs 1989 weitete das Goethe-Institut seine Aktivitäten verstärkt auf Osteuropa aus, es kam zu zahlreichen Institutsneugründungen. Nach der Fusion mit Inter Nationes (einem 1952 in Bonn gegründeten Verein zur Herstellung und zum Vertrieb von Informationsmaterial über deutsches Kulturgut im Ausland) am 21. September 2000, dem 1952 vom Außenministerium gegründeten Institut zur Verbreitung von Informationen über die Bundesrepublik im Ausland, führte das Goethe-Institut von Januar 2001 bis Juli 2003 den Namen Goethe-Institut Inter Nationes. 2008 und 2009 wurden Institute in Daressalam, Nowosibirsk und Luanda sowie mehrere Verbindungsbüros eröffnet.

Rechtliche Grundlage des Goethe-Instituts ist die Vereinssatzung vom 21. September 2000. Diese sieht als Organe die Mitgliederversammlung, das Präsidium und den Vorstand vor. Die Mitgliederversammlung setzt sich aus Vertretern der Bundes- wie der Landesregierungen und des Bundestags sowie Personen des kulturellen Lebens zusammen. Das Präsidium besteht aus dem Präsidenten, sechs von der Mitgliederversammlung gewählten Mitgliedern, je einem Vertreter des Auswärtigen Amts und des Bundesministeriums der Finanzen sowie drei Arbeitnehmervertretern. Die Mitgliederversammlung und das Präsidium nehmen vorwiegend Kontrollaufgaben wahr und sind für Beschlüsse über grundsätzliche Angelegenheiten zuständig.

Dem Vorstand unter der Leitung eines Generalsekretärs obliegt dagegen die Führung der laufenden Geschäfte. Aufgabe der Zentrale in München (mit Hauptstadtbüro in Berlin) ist die strategische Gesamtsteuerung, Evaluation und Qualitätssicherung sowie die fachliche Beratung der Institute im Ausland. Sie gliedert sich in sieben Abteilungen (Strategie und Evaluation (Stabsabteilung); Kommunikation und Internet (Stabsabteilung); Kultur und Information; Sprache; Personal; Finanzen; Zentrale Dienste) sowie der Stabsbereich Marketing und Vertrieb. Die 136 Auslandsinstitute sind in 13 Regionen, die 13 Institute in der Bundesrepublik sind in der Region Deutschland zusammengefasst.

Das Goethe-Institut wird überwiegend aus dem Bundeshaushalt finanziert. Es wusste sich regelmäßig massenmedialer Aufmerksamkeit sicher, wenn es um die Kürzung öffentlicher Mittel ging. Im Rahmen eines „umfassenden Konzepts zur Zukunftssicherung“ bekommt das Goethe-Institut seit 2007 nach Jahren abnehmender Zuschüsse erstmals wieder höhere Zuwendungen. Dies war verknüpft mit der Auflage, die Organisation umzustrukturieren und flexibler und effizienter zu machen. Das beinhaltete eine Umstrukturierung und Verkleinerung der Zentrale und eine Verlagerung von Kompetenzen und Verantwortung an die Regionalinstitute. Eine Schließung von Instituten ist nicht mehr vorgesehen. Das Jahresbudget des Goethe-Instituts belief sich 2010 auf rund 334 Millionen Euro. Es enthielt Zuwendungen vom Auswärtigen Amt in Höhe von rund 223,15 Millionen Euro. Die Einnahmen durch Sprachkurs- und Prüfungsgebühren an den Goethe-Instituten im Ausland, Einnahmen aus Spenden und Sponsoring sowie Zuwendungen Dritter betragen rund 61,63 Millionen Euro. Hinzu kamen die sich selbst tragenden Institute in Deutschland mit einem Umsatz von rund 50,44 Millionen Euro. Damit finanziert das Goethe-Institut etwa 30 Prozent seiner Kosten selbst. Über 80 Prozent der Mittel flossen in die operativen Tätigkeiten.

Am 29. April 2005 wurde das Goethe-Institut in Lomé in Togo von Jugendlichen verwüstet und angezündet. Nachdem sie auf das Gebäude geschossen hatten, stürmten sie das Kulturinstitut. Aufgrund der antideutschen Wahlwerbung der togoischen Regierung erscheint es nicht ausgeschlossen, dass es sich um eine politische Tat handelte. Nach Meinung der damaligen Regierung von Togo habe Deutschland auf der Seite der togoischen Opposition gestanden. Nach diesem Anschlag wurden alle deutschen Staatsbürger, die sich in Togo befanden, aufgerufen, das Land zu verlassen.

2005 erhielt das Goethe-Institut neben anderen Kulturinstituten den spanischen Prinz-von-Asturien-Preis. Für seine „Verdienste um weltweite Lehre und Verbreitung der deutschen Sprache“ wurde es 2007 mit dem Konrad-Duden-Sonderpreis ausgezeichnet.

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ECONOMIC POLICY OF AMERICAN TRANSNATIONAL CORPORATIONS IN OTHER DEVELOPED COUNTRIES

Вивчається економічна політика транснаціональних корпорацій США у розвинутих країнах. Метою дослідження є визначення передумов та наслідків її проведення.

The scales of activity of the American multinational corporations (TNC) in the last decades allow to establish that today a tendency to their branches' placing mostly in the less developed countries exists. A whole aggregate of friendly to these companies factors promotes this principal trend. Developed countries, and first of all countries of the "gold milliard", also remain attractive for placing of these branches, and, foremost, due to the now yet high demand level on the hi-tech American products.

Total volumes of the USA TNC foreign assets more than two times exceed the analogical index of the nearest competitors – Japanese TNC and more, than 2,5 times – index of the German companies. It is necessary to mark in comparison, that on the part of the nearest American TNC competitor – the Japanese companies – there are 17 places in a list. Thus the total foreign assets of largest Japanese TNC fold 15,7%, foreign sale amount – 22,8%, number of employed in foreign branches – 10,7% of the world one hundred largest TNC corresponding indexes.

Certain scientists expresses contrarguments on behalf of American TNC that explain their economic policy in the developed countries. Thus a scientist-economist D.Bhagwaty asserts that a level of these companies' profits straight depends on operating efficiency which includes a high degree of standardization. That's why the United States are inclined to adjust productive processes to the norms and standards in corresponding spheres. Nevertheless almost always one or more norms of the USA themselves, developed states of European Union or Japan will be included [1, c. 6].

There are other global factors that determine American TNC activity, that stipulate their, in particular, unauthorized actions. Activity of transnational corporations is closely related to interests of their origin states. As a rule, the aims of leading TNC' countries of origin, in particular the USA, have brightly expressed nationally-selfish colouring, namely: high standard of living of their citizens providing, country power and authority strengthening on a world arena.

On the other hand, American TNC' power is not one-sided: in fact, as soon as a large corporation places branches in some country, the latter definitely becomes its hostage: obligations to adhere to the corresponding legislation appear, conduct a policy of management, different from the usual. This statement applies, first of all, to the developed countries. For instance, in Japan there is an informal law: large corporations almost never discharge their workers. This country very much reluctantly allows a foreign capital to base industrial enterprises on its territory, strongly irritating with this foreign companies. However, if Japan opens the doors to American, and also to European capital, then, undoubtedly, it would expect from the American and European corporations the very same handling with their workers, which is accepted in Japan. And with it foreign TNC in exceptional cases get that support which the Japanese government gives to its large firms.

Often the American affiliates abroad import the products of the associated companies for further treatment. Thus, there is wide distribution of networks of vertical division of labor. Demand on such intermediate import is higher in host countries with export-oriented economic clearzones (id est mostly in the developed economies) and is comparatively more subzero in the countries of location with small sale markets and high corporate tax tariffs.

Except for that, in accepting the American TNC' affiliates countries demand diminishes on less skilled labour force with its proportional height in relation to workers of middle and high qualification. Greater part of production volumes is carried in the American TNC' affiliates if labour payment in host countries is considerably lower. Vertical productive networks, created by the American TNC and their subsidiaries, also depend on a policy and traditions of the host states.

There is another ponderable factor, why some countries arrive at great successes in bringing in American TNC' capital and why they get considerable advantages due to it. Singapore, country which got independence out of the will and in 1965 year was in catastrophic position, exemplifies. This mini-state, equally with extraordinarily low level of development in all spheres, did not own even minerals. And only the investments of TNC could provide people of Singapore by workers' places, to teach administrative, engineer, technical skills. Not having oil, gas, this country established one of the largest in the world oil-processing and petrochemical complex on its territory. In Singapore the most large companies of the world are presented [2, p. 629-649]. An attractive investment climate serves as exceptional key factor. In this Asian city-state before signing any contract all terms are carefully studied. And if a contract is being signed, terms are clearly executed, whatsoever they are and even if in a short-term prospect they are unprofitable for Singaporeans.

It promoted American TNC "ExxonMobil", which is the world biggest private petroleum company, and together with that one of the world biggest corporations in market capitalization size (508,85 mlrd dol)[3], which also in 2007 took the 2-d place in a list of the biggest public American companies of Fortune 1000 and in the list of the world biggest corporations of Fortune Global 500 [4], to efficiently work and get clear intends on a long-term collaboration at the Singapore market. Therewith today the investments of American “ExxonMobil” in Singapore compile 12 mlrd dol, and before “Exxon” assimilated “Mobil”, they compiled thereafter 6 mlrd dol.

The USA TNC’ affiliates location, in which the latter own a controlling interest, is brought in a Table 1.

Table 1. The USA TNC’ affiliates that own a control interest (> 50%) according to a value added in industry and country of their location in 2008*, bln dol

Country	All industries*	Mining industry	Industry			Retail business	Professional scientific and technical services
			All	Chemical	Automobile equipment		
All countries *	**1211854**	**221006**	**517133**	**110154**	**62036**	**157274**	**67463**
Great Britain	126352	22515	51164	7597	9451	12073	6935
Canada	56712	76	30805	6202	2741	7803	3497
Germany	94127	1866	61863	8837	11157	10664	5240
France	55561	362	28012	15243	83	5848	2403
Ireland	32974	-1	20347	3065	1041	4906	2229
Australia	33296	1120	20087	5245	2547	5291	2533
Japan	165991	17589	62612	8472	5415	21739	15141
Italy	30753	1753	18141	3441	4924	1584	782
Mexico	46058	11495	14578	2365	1204	6856	3464
Netherlands	44094	4	12386	5131	554	8589	6332

* Source: U.S. Bureau of of of Economic Analysis, Survey of of of Current Business, August 2010.
** Columns include all other industries or countries which are not distinguished separately.

It can be seen from the table, that in the first turn the United States allocate their TNC’ affiliates, in which they own a control interest, in developed countries. Mexico which is though acknowledged as a country with a market economy with a high level of economic development got to this group foremost due to a geographical location and a reciprocal participating in the North-American Free Trade Agreement with the USA.

Thus, the expansion of the American TNC’ affiliates in other developed countries could be reckoned as a contiguous and durable economic process nowadays.

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CURRENT STATUS AND PROSPECTS FOR ECONOMIC COOPERATION UKRAINE AND KAZAKHSTAN

Досліджено значення і розвиток двосторонніх економічних відносин України й Казахстану, проаналізовано основні напрями та визначаються перспективи співробітництва.

Kazakhstan and Ukraine co-operate in many spheres of collaboration. It is very important that united projects in the trade, economic, fuel and energy, military-technical areas have an important role for further progress. Business and friendly contacts between these countries are developing in all directions.

At the interagency level there are some questions, connected with transportation, development of new technologies, implementation of international energy projects, the construction of various objects of electric power industry. The main motive of bilateral cooperation is the fuel-and-energy and transport-transit sphere. Kazakhstan is interested in supplies of agricultural machinery, equipment for power plants. At the same time considers the possibility for creation of plants for the assembly and service of the equipment on the territory of Kazakhstan. The program of industrialization of Kazakhstan development up to 2020 provides for the construction of 270 enterprises. In the project it is planned to invest $ 50 billion. The main areas of bilateral cooperation are discussed in the framework of the Interstate Kazakhstan and Ukrainian commission on economic cooperation. Today, we remember 9 meetings of the Interstate commission.

An important component of the cooperation between Kazakhstan and Ukraine are economic relations, which are characterized by the stable structure and the positive dynamics of growth. For a long time the balance of trade was characterized as negative for Ukraine, through the fact that in the structure of imports significant share is energy, the price of which had a constant growth trend. Another tendency is observed in trade in services, where the stable is a positive indicator for Ukraine.

Among the trade partners of Ukraine the Republic of Kazakhstan according to the 2010 takes the 3rd place among the countries of the CIS and the 11th place among all the countries-trade partners of Ukraine. In 2010 the foreign trade turnover of goods and services of Ukraine with the Republic of Kazakhstan amounted to 2170,87 $ million and decreased compared to 2009 on 1408,01 $ million or by 39.3%. The positive balance amounted to 594,33 $ million. But already in January-June 2011 year the foreign trade turnover of goods and services of Ukraine with the Republic of Kazakhstan amounted to 1 501,46 $ million and increased compared to January-June 2010 at 545,06 $ million or by 57.0%. The positive balance amounted to 235,07 $ million [5].

Commodity structure of export of goods from Ukraine in Kazakhstan is characterized by a gradual diversification. In the structure of Ukrainian export to Kazakhstan is dominated by the supply of machinery, equipment and spare parts to them; electrical machinery, means of railway transport, nuclear reactors, rolling mills and other machine-building products (24.5 per cent). About one-third of the structure of Ukrainian export to Kazakhstan is occupied by the production of metallurgy industry and heavy engineering, namely boilers, steam turbines, pumps, refrigerators, forklift trucks, ferroalloys, pipes, rolled products, products from ferrous metals. The products of the food industry accounts for approximately 16 % of the export value. The significant volume of the supplied products of chemical, wood processing and construction industries, medicinal preparations, lubricating oil, artificial graphite, glass, paper. Kazakhstan has some interest of purchase of the Ukrainian agricultural machinery, granite, batteries, industrial compressors, explosives for the mining industry. Effective cooperation of both countries should contribute to the further settlement of the tariff and customs policy. Actively working in the Kazakhstan market of OJSC «Azovmash», JSC «Novokramatorsky mashinostroitelny zavod», «Interpipe», «Plant named after Malyshev», OJSC «Kharkov tractor plant», JSC «Nasosenergomash», holding company «Avtokraz», the company «Veres», «Chumak» [7].

The prospects of increasing the export: machine-building equipment (transformers, electrical equipment of passenger cars, buses, cars, devices for sorting, separating, crushing, agglomeration of mineral fuels and raw materials), hospital equipment for railways, liquid pumps, refrigeration equipment, electric engines and generators, cogeneration units and rigs complexes «BSHK-2DM» for coal mining from thin layers, heat diesel engines and spare parts to them, oil and gas equipment, valves for pipes, wires insulated, furnace heating, dryer, wallpaper paper, chipboard, parquet, joiner's products, dry milk and condensed, detergents, cosmetic preparations.

In the structure of import of goods to Ukraine from Kazakhstan, are a significant share of crude oil and petroleum products (82%) and products of ferrous metallurgy (14%). Imported some brands of steel, ferro-alloys, asbestos, mica, chemical industry products, ferrous metals, calcium phosphate, lead, zinc, tin, coal, chrome ore, cotton, mechanical equipment, textiles, grain and etc. Kazakhstan supplies to Ukraine mainly of raw materials, but also interested in the cooperation with our country regarding the use of its industrial capacities, organization of refining of the raw materials and output via Ukraine on the markets of third countries. Ukraine is interested in obtaining from Kazakhstan in much greater volumes of non-ferrous metals, ferroalloys, oil and gas [1].

Cooperation with Ukraine is very important for Kazakhstan, as Kazakhstan is interested in the Ukrainian market, on which can be effectively implemented its investment potential. Of particular interest to Ukraine was also driven by an attempt to Kazakhstan to diversify the ways of transporting oil and gas to markets in Europe and asia-PACIFIC region, the desire to get rid of the dictatorship of Russia in selecting areas and the territory of their passing. Kazakhstan is also interested in active participation in the projects on creation or acquisition of refining capacity on the territory of Ukraine, the using of machines for transporting oil networks, passing through the territory of our state. Ukraine, in its turn, is interested in ensuring own needs in oil and natural gas, which is rich in Kazakhstan, and in accession to the development of oil and gas fields on the territory of Kazakhstan.

Priority importance is the mutual interest in the creation of the Baltic-Black sea-Caspian energy space, development of oil and gas transportation corridors and transportation of Kazakhstan's hydrocarbons to the European market, including through the oil pipeline «Odessa-Brody-Plock», evidence of this is the Brussels memorandum between Kazakhstan and the European Union on cooperation in the energy sphere. Ukraine and Kazakhstan have agreed to increase the volumes of oil transit through the territory of our country on 8 million tons [2].

Among other priorities, should be singled out Kazakhstan is interested in building on the territory of Ukraine the refinery, based on light Caspian oil, participation in the development of railway and road transport corridor Western China-Western Europe, cooperation in the aviation and railway industries, creating in Kazakhstan enterprises on processing of agricultural products, etc. Topical is the issue of participation of Kazakhstan's companies in the use of Ukrainian sea ports on the Black sea.

In the bilateral collaboration significant attention is also given to the implementation of advanced technologies in industry, military-defense complex. Kazakhstan is interested in the capacities of the military-industrial complex of Ukraine, so there is active work on the preparation of the conclusion of the intergovernmental agreement on military-technical cooperation. Kazakhstan is ready not only to the purchase of Ukrainian planes AN-148 and AN-140, but also to take part in their production. Ukraine contributes to the solution of issues, associated with the repair of the railway rolling stock and traction structure.

Ukraine is successfully cooperating with Kazakhstan in the space-rocket industry, using one of the best in the world spaceports «Baikonur», located in Kazakhstan. Both countries have significant opportunities for efficient cooperation in the peaceful exploration of space. The confirmation of this is the signing of the Declaration on enhanced cooperation and agreements in the field of space exploration. One of the most interesting in the area of space cooperation is the «Land launch» with the use of the Ukrainian carrier rocket «Zenit» in the «Baikonur» cosmodrome. Promising projects are the creation of the ground infrastructure of system of satellite navigation, space system for scientific purposes for the study of the ionosphere of the Earth, space system of remote sensing of the Earth, etc. There is agreement that the cosmodrome «Baikonur» be the launch pad for the Ukrainian launch vehicle the «Dnepr» and «Zenit». Also Ukraine on a parity basis by Russia and Kazakhstan will participate in the construction of the plant for nuclear fuel fabrication [1].

The analysis of bilateral cooperation between Kazakhstan and Ukraine shows that it has significant potential in different directions, which should be carried out taking into account national interests.

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MODERN FEATURES OF USING TRADE DEFENSE MEASURES

Досліджено сучасне антидемпінгове, компенсаційне та захисне регулювання торгівлі, розглянуто його заходи.

In our time the topic of protection of national manufacturer is very crucial, because after years of global economic crisis of 2008, the number of countries use protective measures increases more and more. In the global financial crisis, many countries experienced a significant decline in exports and imports, and increased the level of protectionism, namely the use of anti-dumping, countervailing and special events that are unique in that both belong to the tariff and non-tariff instruments. This protection of the domestic market from competition from foreign goods as antidumping performed in almost all countries as dumping and processes associated with it today, became widespread. After reviewing the history of international practice of application of safeguard measures, we can say that protective measures have been widely used in crisis years, but in structure they have not changed.

Drawing attention to the use of anti-dumping, countervailing and special events in the world, scientists have identified several factors that affect the number and outcome of anti-dumping, countervailing and special investigations. One of the major factors affecting the number of these investigations is the existence of preferential treatment from the exporting country. If there is among the countries of preferential trade regime, they will not conduct anti-dumping, countervailing and special investigations or the number of these investigations will be very small.

The degree of involvement of industry in international trade can be an important criterion in anti-dumping, countervailing and special investigations. Obviously, the more import competitive products, the greater the protection of national industry may require. At the same time export oriented national industry may mean that it is competitive on the world market and thus require much less protection from the state, which is only an economic factor.

The important factor influencing the number of anti-dumping, countervailing and special investigations is the exchange rate in the country – importer, because the higher it is, the cheaper it is to import and, therefore eliminating the need and reduces the number of these investigations.

There is a relationship between the world price of a commodity or group of products with the number of anti-dumping investigations on products of this industry. This is because by reducing the world price increase is the difference between high prices and low domestic and international instruments tariff trade regulations cease to operate effectively.

Status of the WTO has no significant effect on the total number of investigations. At the same time a positive and statistically significant impact on its likelihood of a positive decision and finding of likelihood of dumping and subsidies suggests that the effect of protectionism outweigh the effect of official recognition of market institutions.

Another possible explanation could be that against a member of the WTO anti-dumping, countervailing and special investigations are excited only in the presence of good to get.

For many Ukrainian exporters news to start anti-dumping investigation against their goods, unfortunately, often is sometimes indefinite surprise. Not once have heard that after the sale of goods first independent trader, later accused of dumping, companies do not have the slightest idea of the nature and geography of its future exports. The urgency of using measures to protect the domestic market in Ukraine increased with the progress of integration of the Ukrainian economy into the global trading system, which including led to a partial opening of the Ukrainian market for foreign goods and, consequently, increased competition from their side.

Of course, joining the WTO, we have fulfilled one of the key strategic objectives of public policy. Ukrainian enterprises, carrying out foreign economic activity, feel the new role, but also faced stiff competition in foreign markets. Cope with foreign competition, which often is unjust, Ukrainian producers to help anti-dumping, countervailing and special events that are extremely effective tool and are increasingly used in Ukraine. So during the years of independence Ukraine takes measures against 24 other countries, compared with 54 measures taken against Ukraine. This should force Ukraine to be active in the protection of its national interests. Moreover, dumping against a country always struggling in the current global crisis is becoming popular and effective steps out of the industry crisis.

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IMPACT DE LA CRISE FINANCIERE SUR L'ACTIVITE ECONOMIQUE EXTERIEURE DES ENTREPRISES UKRAINIENNES

Рік за роком наша держава дедалі більше інтегрується в світовий ринок, що є проявом глобалізаційних процесів. Україна належить до країн із невеликою відкритою економікою. Саме тому зміна попиту на світових ринках впливає на ефективність діяльності українських підприємств та вітчизняної економіки загалом.

D'une année sur l'autre notre pays s'intègre de plus en plus au marché mondial, c'est une manifestation du processus de mondialisation. L'Ukraine fait partie des pays qui ont de faibles ouvertures économiques. Ainsi, en dépendant de l'approvisionnement en energie et des conjonctures des marchés mondiaux, l'économie nationale devient sensible aux changements d'environnement. La fluctuation de la demande sur les marchés mondiaux exerce une grande influence sur l'efficacité de l'activité des entreprises ukrainiennes.

La recherche des tendances que subit l'économie nationale ainsi que l'identification de l'impact de la crise financière mondiale sur l'activité économique extérieure des entreprises nationales, sont les problèmes à résoudre pour trouver la solution correcte pour sortir de la crise économique. Les économies de tous les pays sont étroitement liées.

Les entreprises nationales importent et exportent différents produits dans une majeure partie des pays du monde. L'efficacité de leurs activités d'import-export est toujours différente, c'est pourquoi les phénomènes critiques surgissant périodiquement dans l'économies de certains pays, surtout développés, mènent aux crises économiques mondiales.

Le niveau auquel les pays sont integrés dans la communauté mondiale dépend du potentiel de ses entreprises nationales. Il s'agit de la capacité maximale des entreprises d'un pays à produire des biens et des services performants sur les marchés étrangers. En tenant compte des processus de mondialisation, on peut dire que la place d'un pays au marché mondial se caracterise par le niveau du developpement de son commerce extérieur.

Selon les résultats de l'analyse effectuée, les exportations de produits ukrainiennes augmentent de 4,6 fois (de 14572,5 à 66967,3 millions de dollars américains) pour la période 2000-2008. En revanche, en ce qui concerne les importations, elles augmentent de 6,2 fois (de 13956,0 à 85535,3 millions de dollars américains). Le surplus d'importations sur les exportations est égal 12,2%. Cela s'explique en partie par, l'Etat qui ne limite pas les importations et n'encourage pas les exportations.

Aujourd'hui, face à la mondialisation et à la formation de la société post-industrielle, le commerce des services commence à jouer le premier rôle. Les exportations et les importations des services repartent également à la hausse pour la période 2000-2008, dans le même temps le solde de la balance du commerce extérieur est positif. Mais en 2009 les exportations ainsi que les importations ont respectivement chutées de 18,3% et de 20%. L'excès d'importations des services sur les exportations est preuve d'une intégration graduelle de l'Ukraine dans le marché mondial, ainsi que d'un très haut niveau de compétitivité des services intérieurs. La période de grande instabilité de l'économie mondiale qui s'est produit ces trois dernières années a abouti à une forte réduction des exportations totales de marchandises ukrainiennes (-27271,6 millions de dollars).

Il est à noter que la structure régionale des exportations a été elle aussi modifiée. À la suite de la crise, les exportations de biens ukrainiens vers les pays de la CEI ont sensiblement chutées de 41,8%, vers l'Europe – de 48%, vers l'Asie – de 23,6%, vers l'Afrique – de 32,7%, vers l'Amérique – de 72,9%, vers l' Australie et l'Océanie – de 66,3%. Cette tendance négative est révélatrice de la faible compétitivité des produits ukrainiens sur les marchés mondiaux. En ce qui concerne les importations de biens, elles ont été réduites de 40102,2 millions de dollars pour la période 2008-2010. La part des importations en provenance des pays de la CEI a diminué de 41%, de l'Europe – 46,73%, de l'Asie – 57,8%, de l'Afrique – 85,26%, de l'Amérique – 47,5%, de l'Australie et de l'Océanie – 65,39%. A mon avis, cette situation est causée par la baisse du pouvoir d'achat des ukrainiens.

Durant ces deux dernières années les exportations de services ont diminué de 2 232 millions de dollars. Leur structure géographique est la suivante: la chute de 9,87% vers les pays de la CEI, de 29,7% vers l'Europe, de 15,8% vers l'Asie, de 68,29% vers l'Afrique, de 10,4% vers l'Amérique; l'accroissement de 66,3% vers l' Australie et l'Océanie.

La situation est anologue pour les importations de services pour la période 2008-2010 : L'Ukraine à perdu 1294,5 millions de dollars. Durant cette période nous pouvons constater: la chute des importations de service en provenance de la CEI, à hauteur de 25,6%, de l'Europe – de 24,3%, de l'Asie – de 10,2%, de l'Afrique – de 50,3%, de l'Amérique – de 21,0%; l'accroissement de 46,9 % en provenance de l'Australie et de l'Océanie.

En résumé, il est opportun de dire que l'impact de la crise économique sur le développement global de l'économie, surtout sur l'activité économique extérieure des entreprises ukrainiennes, a été défavorable. Il est évident que les entreprises nationales exportent plus de produits que de services, ce qui répresente leur orientation sur la sphère de la production de matériaux, ainsi que le développement insuffisant de l'industrie des services dans le pays. Pour le renforcement et le développement des relations économiques de l'Ukraine, son gouvernement devrait prêter une grande attention à créer des conditions attrayantes pour importer de nouvelles technologies énergétiques économes et de matières premières, et surtout le gouvernement doit jouer pleinement son rôle pour mettre en œuvre de nouvelles technologies permettant d'augmenter la productivité en Ukraine. Par conséquent nous pourrons constater la réduction des importations et l'amélioration du solde de la balance commerciale.

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MODERN TENDENCIES OF THE COUNTRIES' INTERNATIONAL ECONOMIES

Визначено завдання і цілі зовнішньоекономічної діяльності розвинутих країн світу в сучасних ринкових умовах у зрізі поточних тенденцій розвитку світового господарства. Дане питання розглянуто у контексті зв'язку внутрішньої і зовнішньої економічної діяльності для формування єдиної моделі діяльності економік сучасних країн.

Foreign economic activities of world countries consists of economical, marketing, currency, scientific, technical, cultural and other relations with countries of world's communities. With no depending on the form of property, the subjects of foreign economic activities in any developed country can be registered by: legal citizens of their country; foreign legal entities.

1. Tasks of foreign economy. Main problems of foreign economic activity in economies of developed countries are: improving international cooperation: integration in international trade and manufacturing unions: keeping the high level of rate of economy's developing.

2. The rights of subjects of foreign economic activities. The subjects of foreign economic activity, with no depending of their ownership choose the type and way of their activities. They have the right to open accounts in banks of their countries and in foreign banks. Profit from their activities after tax remains in their full disposal.

3. **Major strategic and tactical problems of foreign economic activity** are: liberalization foreign economic activity; compliance with the economic interests of the country; economic security of the country; economic efficiency of foreign economic activity; integration of the economies into the world market; development of export potential to the diversification of the structure of exported goods; supporting of the interests of domestic exporters.

4. Agreements for Tariffs and international Trade. Documented international relations are important in the economy of each country. International trade relations are governed by the Agreement of "General Agreement for Tariffs and Trade" (GATT). It was made in 1947 in Geneva (Switzerland). It is the only recognized multilateral mechanism for regulation of international trade. On January 1, 1995 the World Trade Organization (WTO) was formed , which is the successor to GATT. The WTO Headquarter situated in Geneva.

5. The main functions of the WTO are: regulation and implementation of multilateral trade agreements; forum for multilateral trade negotiations; search for ways to resolve trade disputes; monitoring of national trade policies; cooperation with other international agencies involved in the formation of global economic policy.

6. Principles of the trading system WTO. The WTO establishes a framework for trade policies; it does not define or specify outcomes. That is, it is concerned with setting the rules of the trade policy games.Five principles are of particular importance in understanding both the pre-1994 GATT and the WTO:

6.1. Non-Discrimination. It has two major components: the most favoured nation (MFN) rule, and the national treatment policy

6.2.Reciprocity. It reflects both a desire to limit the scope of free-riding that may arise because of the MFN rule, and a desire to obtain better access to foreign markets.

6.3.Binding and enforceable commitments. The tariff commitments made by WTO members in a multilateral trade negotiation and on accession are enumerated in a schedule (list) of concessions.

6.4.Transparency. The WTO members are required to publish their trade regulations, to maintain institutions allowing for the review of administrative decisions affecting trade, to respond to requests for information by other members, and to notify changes in trade policies to the WTO.

6.5. Safety valves. In specific circumstances, governments are able to restrict trade. The WTO is run by its member governments.Decisions are normally taken by consensus.In this respect, the WTO is different from some other international organizations such as the World Bank and International Monetary Fund. In the WTO, power is not delegated to a board of directors or the organization's head. Day-to-day work in between the ministerial conferences is handled by three bodies: the General Council, tThe Dispute Settlement Body,the Trade Policy Review Body.Three more councils, each handling a different broad area of trade, report to the General Council: The Council for Trade in Goods (Goods Council), The Council for Trade in Services (Services Council) , The Council for Trade-Related Aspects of Intellectual Property Rights (TRIPS Council).

So, informal consultations in various forms play a vital role in allowing consensus to be reached, but they do not appear in organization charts, precisely because they are informal. They are not separate from the formal meetings, however. They are necessary for making formal decisions in the councils and committees. Nor are the formal meetings unimportant. They are the forums for exchanging views, putting countries' positions on the record, and ultimately for confirming decisions. The art of achieving agreement among all WTO members is to strike an appropriate balance, so that a breakthrough achieved among only a few countries can be acceptable to the rest of the membership.

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INFORMATION WARS OF THE XXI CENTURY – A THREAT TO INTERNATIONAL RELATIONS

Завдяки процесам глобалізації, роль інформації невпинно зростає. Формування єдиного інформаційного простору (Інтернет) впливає на міжнародні відносини. Негативним виміром цього впливу є інформаційні війни. Приклад з Вікіліксом чітко продемонстрував, що інформаційна сфера у міжнародних відносинах не є захищеною. Відповідно, питання потребує подальшого аналізу й дослідження.

Modern international relations are characterized by an increasing role of information systems. The modern situation shows that they can become the reason of displaying the information wars.

The main feature of information-psychological war is that it is based on the communicative process and subject to both strategic and tactical laws.

Besides, the presence of a uniform information space with the enemy, where all the actions are planned to carry out, appears as a necessary condition of successful conducting information-psychological warfare. Thanks to advances in technology, the Internet is already considered to be such space. The problem is that the World Wide Web helps to create the world's biggest problems, which are directly related to international relations [1].

The end of 2010 might be included into the History annals as time of the first planetary application of information-psychological weapons of mass destruction with use of the WWW – the World Wide Web.

A number of "media explosions" in relatively peaceful web, arranged by virtually amazing factors of the Internet portal WikiLeaks in the summer-autumn of 2010, affected at once a lot of countries, organizations and persons [2].

There are already the first real victims of these virtual events: the resignations of several officials and diplomats in Germany and the U.S., strong statements of leading politicians and leaders, whose reputation has been damaged in the publications of WikiLeaks. In this case, the Internet as well as such social networks as Facebook and Twitter which were created on its basis became a uniform information space, including the Arab world [2].

WikiLeaks has acted as a moderator of processes and communicator of information streams.

At the same time, the site owners did not confine themselves only to a virtual space as it wasn't widely spread in some countries. That's why the agreement on the publication of selected resource materials was made with several large and popular publications in many countries around the world. Among them there are the British newspaper "The Guardian", the most widely read Spanish newspaper "El Paris", nightly French newspaper "Le Monde", the third most popular in the U.S. newspaper "The New York Times" [3]. It has essentially expanded audience's recipients of the information and, accordingly, the site owners' target influence on citizens' consciousness by the informational field in most countries throughout the world.

The "leak" of information became the basic form of conducting and the main element of the maintenance of information operation, which is one of the basic ways of carrying out psychological operations. WikiLeaks became the instrument for implementing this method. It is considered as the information weapon (simultaneously both to strategic and to tactical aims) as massive "media attacks" were conducted because of it [1].

The asymmetric information war, which WikiLeaks has started by publishing confidential diplomatic correspondence, might be possibly asserted as a gallery play from the beginning and up to the end: the more world powers take up arms against the founder of the Internet resource – Assange, the stronger his movement becomes.

However, world analysts are in thought – who is behind Wikileaks-scandal. There are varieties of versions. Some experts tend to assume that it was revenge of mid-level officials of U.S. intelligence, diplomacy and the military who were dissatisfied with White House policy. Other observers suggest that the publication of secret documents on Wikileaks could be personally controlled by U.S. President Barack Obama, who reacted to the incident quite calmly. Therefore, the leakage of information came from those who had full access to documents and could edit them in the right way. There are also versions that Wikileaks is now beneficial only for the website itself and Julian Assange [4].

Regardless of the initiators, it is possible to tell that there are many countries in the world that has already become the objects of the conflict. The Middle East and Persian Gulf countries have especially suffered. That's why we can claim that the purpose of this psychological operation was fillings the geopolitical vacuum of the Eurasian "Heartland" with necessary information. In any case, informational operations, which outgrew in real war with serious consequences, had a huge impact on the international situation in general. Probably, we can count on that soon "we will see a new world in which world history will be re-written" [4].

The events of 2010-2011 demonstrated that American diplomacy still has problems. Nowadays, each country will be even more careful in contact with the diplomats of the United States. Moreover, diplomats will fear to write and report their real thoughts to their own leadership. The second consequence is that most states will still be thinking about restricting access to information. And third, the most important result – it is the power of digital technology in the world [3].

It can be concluded that the information is regarded as truly evidence of enormous power nowadays. Globalization has promoted the formation of a single integrated world, which is most clearly manifested in the information environment. Among the many advantages of this process, it is necessary to pay particular attention to the threats of global importance. They are represented as information-psychological wars. Their complex nature and seriousness of the consequences (for example, Wikileaks) confirm the fact that this area of international relations is still unprotected. Therefore, we need to pay special attention to this issue, both internationally and nationally.

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THE POTENTIAL CONSEQUENCES OF GREEK DEFAULT

Розглянуто можливий дефолт однієї з країн Європейського Союзу – Греції. Висвітлено стан та основні проблеми економіки Греції на сьогоднішній день. Головним чином звертається увага на потенційні наслідки дефолту для Греції, Єврозони та світової економіки в цілому.

Greece may declare a default despite the broad assistance of international partners and support from the major Eurozone economies. It is important how default will have an influence on the stability of the Eurozone.

Default in Greece on its promissory notes can have serious and unpredictable consequences. The consequences of default in Greece and withdrawal of the country from the Eurozone are the economic disaster that will lead to the disintegration of the Eurozone, mass bankruptcies and a new global crisis. For Greece it means the social and political upheavals against during deep economic recession.

The former adviser of the International Monetary Fund and World Bank William Bauter estimates the probability of default in Greece to be 98%.

The aggregate national debt of Greece is about 370 billion euros ($ 500 billion).

More than 90% of the Greek sovereign debt is from private lenders who are under the control of the Greek legislation. Athens may declare a default passing a one law. In this case the investors from the neighboring countries, but not only from the Eurozone, will come under attack. Japanese banks held $ 423 million of Greek debt, USA banks $ – 1,5 billion, United Kingdom banks – $ 3,4 billion, Spain banks – $ 540 million, Italy banks – $ 2,35 billion, France banks – $ 14,96 billion, Germany banks – $ 22,65 billion, Greek banks – $ 62,8 billion. If Greece withdrawal from the Eurozone, the lenders also will able to lose 90-100% of its debt as Bauter estimated. The banking crisis will develop into an economic, but taking into consideration the financial and commercial relations of Europe with the rest of the world – in the universal.

It will be followed by a disaster: the collapse of the banking system, a chain of defaults in all sectors of the economy, the redoubling of the noncompetitive sphere and the increase of the inflation with the real threat of the hyperinflation, a deep and prolonged recession.

Default in Greece will be an important precedent in the eyes of the investors and increase the pressure on Portugal and Ireland, which are also in the process of implementation of the commitments to reduce the budget deficit. The profitability on the debt of the peripheral countries in the Eurozone will grow abruptly making for some countries the new borrowing more expensive.

The additional problems will be in the Eurozone banks, among which the French banks are the most vulnerable. Altogether they gave loans $ 56,9.

The problems of a banking sector could result in a fall of quotation of shares, increase apprehensions on the occasion ability of the corporations to engage the capital. It is an impact to businesses and the consumer sector and to a greater extent will reduce the probability of a global economic recovery.

The experts of the money-market predict that default lead to a sharp decline of the euro against the U.S. dollar.

In addition the debt crisis will lead to deterioration of the situation on the monetary markets up to the impossibility of attracting the resources in the private sector for the financial companies and a number of the states.

In particular, default of Greece will jeopardize the Italy national debt which exceeds five times the Greek debt.

In case of a default in Greece the financial company of Europe will lose to $543 billion, thus the maximum damage will account for the French and German banks.

The European Central Bank expected significant losses. According to the experts it bought Greek debt securities of 40 billion euros on essential to higher prices than observed today. If the ECB will be forced to write off this investment as a loss, it would need a capital injection and the main financial burden in this case again will be on Germany, which already plays a central role in the rescue of Greece and other troubled countries in the Eurozone.

Some analysts consider that many things will depend on whether Greece will remain in the Eurozone. The chief economist of the Citi Willem Bauter consider two scenarios: in the first case Greece would compel the private creditors to agree to write off 60-80% of its debt, but will remain in the Eurozone. Scenario in which Greece comes out of the Eurozone seems to the expert the more dangerous variant as in this case the damages on its debt will amount to 100% and the drop in world markets may be more profound.

The situation in the Eurozone is characterized by a high level of interdependence. Both government and corporate debt paperwork of Greek form assets of many European banks and other financial institutions on billions of euros. Default of one of the weakest of the European Union countries could trigger off a domino effect both on the European market and globally. Default may also result in very negative social consequences in many EU countries: the strike, the decline in social assistance and benefits, massive layoffs in the public employment, public and banking sectors.

In order to avoid the catastrophic consequences of a hypothetical Greek default for the whole Eurozone, some German politicians argue about the renunciation of Athens from the euro and return to the drachma. In the European treaties, however, such a measure is not available and in Greece is not seriously discussed.

Admittedly, the preservation of the euro does not abolish the need for further internal devaluation that is reducing wages and prices for the purpose of improving the competitiveness of the Greek economy.

Not all politicians realize the danger which is waiting for Europe and the whole world in case Greece quit the Eurozone. Actually, this step of Greece will have awful consequences both for Europe and for the whole world.

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UKRAINIAN "SOFT POWER". A MODERN VIEW TO THE WORLD POLITICS

Проаналізовано суть поняття «м'яка сила», його використання у якості нового інструменту впливу на сучасні міжнародні процеси. Зроблено спробу визначити завдання зовнішньої політики нашої країни у цьому контексті.

What is a soft power?

Analyzing the present period of the international relations and human development, we can see that military power and economic potential are the most important "weather regulators" in the international environment. But in spite of militarism and pragmatism of contemporary international relations, "soft power" is becoming the "conductor" of world politics.

Adequate response to the new political challenges became the work of famous American analyst Joseph Nye "Bound to Lead: The Changing Nature of American Power." In this book the author used for the first time the term “soft power”. Later his conception became very popular in Western political and academic circles.

In the book "Soft Power: The Means to Success in World Politics" J. Nye says that the contemporary foreign policy is a three-dimensional chess game. Firstly, it is a classic military confrontation. The second dimension presents the development of international economic relations. The third dimension is an area of struggle for sympathy and affection. If the country can "play" simultaneously in all these dimensions, its foreign policy will be successful.

According to J. Nye, Soft Power is the ability to get the desired result using attraction more often, than force and bribery. Thus the soft power arises from the attractive culture and political ideals of the country. The state's ability to generate soft power in other countries is related to its reputation and informational power. These characteristics are determinant for the era of globalization and information development. J. Nye emphasizes that the struggle for people's "hearts and minds" is becoming extremely important.

Soft power includes the moral authority of scientific, technical, sports achievements and works of high art, attractive, humanistic ideology and mass culture, sympathy for the national culture, traditions and behaviors, in other words, – attractive features of national mentality.

Military potential and economic power form a "hard power". Nowadays the "hard power" does not lose values, because countries try to protect their independence from terrorism and global criminal groups.

Ukrainian soft power

The international system is changing: there emerge new forces, new problems, new structures. Ukraine's role in this system depends on our ability "to catch" these trends and act effectively. Our foreign policy will serve the national interests, if Ukrainian diplomats see the world with new eyes. Ukraine has to defend its national interests in several strategic areas: security, regional partnerships, energy security and environmental protection.

Today our country feels the challenges of our time, so Ukraine needs to create a new effective mechanism of influence – soft power. In order to improve its image in the international arena Ukraine has to develop new strategical thinking, paying special attention to humanistic constituent. It is also necessary to identify key partners and clear priorities.

Ukraine is rather large, it is well-developed and has a perfect location. So we can struggle for a key role in Eastern Europe. Firstly, Ukraine should establish closer relations with its neighbors. Relations with Russia, Poland, Romania, Moldova, Belarus, Turkey and Georgia will help us to create an attractive image of stability and democracy. Moreover, these partnerships will be useful for Ukrainian European integration.

Political and economic instability and tense relations with Russia (which, actually, isn't only our fault) have damaged Kyiv's reputation in the eyes of the EU community. The overcoming of "fatigue from Ukraine" in Brussels and other European capitals must be the priority. Ukraine has to perform internal reforms and establish friendly relations with its international partners.

How to be?

There are several recommendations that can help Ukraine to develop its soft power:

- Improve bilateral relations with EU Member States, send active and creative diplomats to the Ukrainian embassies in these countries.
- Develop international scientific projects and promote educational and professional exchanges.
- Support adherence to the rights of national minorities in Ukraine.
- Increase the level of democracy in the country.
- Hold high-level Euro-2012.

• Make environmental protection a full part of Ukraine's foreign policy, coordinate environmental policy in accordance with the requirements of the European Union.

• Popularize Ukrainian history, traditional and modern culture. Promote international performances of Ukrainian artists, theater companies.

• Support an active participation in the international art festivals and exhibitions, organize similar events in Ukraine.

• Promote the Ukrainian language.

• Create a new high quality Ukrainian cinema industry.

• Create a brand of the country (refer to the professional branding companies).

• Generate a positive association with Ukraine in foreigners' minds by holding a balanced and effective information policy in different regions of the world.

• Increase efficiency level of work of the MFA departments in the sphere of foreign cultural policy, expand their staff and increase the level of professionalism.

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THE INFLUENCE OF RELIGIOUS CONFLICT ON INTERNATIONAL RELATIONS

Присвячено дослідженню сучасної ролі релігійного конфлікту у формуванні системи міжнародних відносин. Проаналізовано конфліктогенний потенціал релігії та його вплив на різні країни та регіони світу. Розглянуто релігійний конфлікт як об'єкт міжнародної політики, висвітлено його характерні риси, окреслено причини виникнення, ескалації та згасання.

Religious conflict is one of the main issue in international relations. Research and forecasting of it is extremely important for the world community, because it allows to avoid the emergence, the development, and destructive solving of the conflict. There is a defined necessity of rethinking the impact of religious factors on the international relations and every country.

Religious factor is the subject of many scientific works. Describing the development problem, it is necessary to note that, unfortunately, the researchers of religious factor's influence on the world political processes are paid a little attention. For example, A. Knyazev [3] and A. Malaschenko [5] give detailed explanations of religious conflict, the fundamental works of such Russian scholars as M. Zhdanov [3] and A. Aristova [4] are devoted directly to the theory and practice of religious fundamentalism. The object of study is the features of religious conflict. The subject of study is the role and place of religious conflict in contemporary international relations.

Our main purpose is to analyse and identify the dynamic and types as well as patterns of religious conflicts around the world. Achieving this goal involves solving the following tasks:

- describe the specific of religious conflicts in various regions of the world;
- determine the complex of internal and external conflict factors that influence on the development of religious environment in plural-religious societies
- determine the role of policonfessionalism as the conflict factor in modern societies;

Methodological principles are based on the using of general principles of comparative analysis, historicism, scientism and objectivity. They allow to understand the influence of religious conflict on both international relations in general and individual country. General scientific (analysis, synthesis, typology and classification), interdisciplinary (structurally – systematic approach), historical (problem-chronological, historical and comparative) methods of research and methods of international relations (inventory – analysis) have been used for comprehensive studies.

At this stage we can point out the growing role of religious factors in international relations. According to systematic approach, religion is a complex social phenomenon. [2]. There are 20 religious macroregions in a modern international political science. They have their own specifics.

There is a simple religious situation in America. There are three religious Macro-regions – North, West- Indian and Latin American. They are separated from each other politically as well as geographically. The boundaries of these regions do not share out the territory of any states. The historical development of these denominations was non-violent natural process. There is no reason for religious conflicts in Australian- Oceanic macroregion. The peculiar structure of inter-confessional relations, with a predominance of Christian beliefs, makes this region one of the most favorable. Europe is divided into six macroregions – Northern, Western, Central, Central, Southeast and East. Although Christianity prevails noticeably, Europe is still the arena of ideological struggle between representatives of different Christian confessions. It may be well illustrated by the north-Irish conflict, where Catholics and Protestants are warring parties. Asia is divided into five macroregions – South-West, of the Central, South, East and South-East. There is difficult situation in South-West macroregion. [5] It is the scene of many conflicts, where religious factors play important role [1]. Confessional population structure is characterized by a sharp predominance of Muslims [7]. Africa is divided into five macroregions: Northern, Western, Central, South and East. Northern region consists of the Arab countries of North Africa and Muslim northern part of Sudan. Islam is the state religion in these countries. The vast majority of Muslims are Sunni [6].

It is necessary to point out, that religious conflicts arise in the spiritual, ideological, moral, and some others spheres of life. Religious conflict is a confrontation between people with different religious values (such as differences in their outlook, perceptions and attitudes to God, different positions and participation in religious life) [7]. Historical aspect is one of the main typological characteristics of religious conflict. There are so-called "age-old conflicts" between church and state, between the world religions [6]. Of course, religious conflict also has psychological characteristics. It is a multidimensional psychological phenomenon. Religious conflict may be antagonistic and nonantagonistic, explicit, hidden and latency, external or internal [3]. The subjects of religious conflicts are individuals, whole nations, religious movements (church, community, sects) and the state. It is necessary to pay special attention to potential of the conflict in countries with policonfessional composition of the population. The concept of potential conflict include political, economic, historical, ethno-cultural (sociopsychological), ethno-demographic and other reasons.

It is worth pointing out that the religious factor influences on international relations. There are many religious conflicts in the world. It is necessary to study this factor very carefully. In order to identify all characteristics of religious conflict we should use scientific researches in the field of international relations, history, conflict studies, sociology and etc. Religious conflicts have their own specificity in every region of the world.

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TO THE QUESTION OF ROAD SAFETY: GLOBAL PERSPECTIVE

Розглянуто питання дорожньої безпеки, яка є однією з найважливіших проблем сучасності. Наголошено необхідність вирішення цієї проблеми на міжнародному рівні і надано перелік документів та заходів, які мають сприяти її розв'язанню. Наведено статистичні дані по США, Малайзії та Україні. Підкреслено необхідність спільних зусиль для подолання існуючої ситуації на дорогах країн світу.

Today the question of road safety is important in the world. 1.3 million people are killed on world's roads each year. This is the ninth leading cause of death. The problem of road safety is one of the most important in almost all countries.

Now the first Decade of Road Safety is continuing around the world. On May, 2011 the Annual International Transport Forum was held. By now, International Road Federation (IRF) has organized the symposium on "Providing Infrastructure that Improves Road Safety, 2011". Mexico hosted the 24th Road Congress this September. A lot of these events are organized by WHO, IRF, IRPA. Besides, most of the UN member countries are developing National Programs with active media participation.

Basic international documents which ensure the safety of road traffic around the world are: Geneva Convention on Road Traffic (1949), Vienna Convention on Road Traffic (1968), Vienna Convention on Road Signs and Signals (1968). Resolution 64/255 of WHO, Resolution of UN A/RES/64/255, the UN Resolution on the proclamation of "the Decade of Action for Road Safety 2011-2020". An important step in solving this problem was the report of WHO on "The Prevention of Road Traffic Injuries" and the message pronounces by Secretary-General Ban Ki-moon on the World Day of Memory last year.

Though the USA has a modern transport system, the issue of road safety still remains urgent. About 33.808 thousand people die on the U.S. roads every year.

The National Highway Traffic Safety Administration identified five priority measures that can most effectively help achieve the national goal of reducing crashes and the resultant deaths and injuries. These are: increasing safety belt use, reducing impaired driving, vehicle rollovers and vehicle crash incompatibility and improving data systems.

The USA plans to inform its population and to attract people to struggle with this problem in the context of the UN project.

For example in Georgia State, mass communication is planned for the propaganda of road safety, e. g. giving away posters and souvenirs on road-safety topic, a bicycle stunt show emphasizing the importance of helmet use, interactive and educational booths on pedestrian/road safety and general health, a local bike shop offering free bike checks to the participants.

Besides, TYO intends to release a video in social networks, which will contain important messages about road safety. Lectures are also planned to inform students at high school about the need to use safety belts.

Another country – Malaysia lost more than 6500 people's lives in road accidents last year. To solve the problem of road safety Malaysia is implementing national programs of road safety (e.g., "National Road Safety Program") by which it is expected to reduce casualties by 40%. This country creates a special institution (Malaysian Highways Authority, Malaysian Institute of Road Safety Research, Road Transport Department, etc.). All of these institutions are looking for the ways of resolving this burning issue. One of the programs is "National Highway". It involves the construction and modernization of the country roads, search for new safety standards of new cars. For Malaysia it is especially important to pay attention to safe driving of two-wheeled transport as it is the most vulnerable in accidents. This is the reason why helmets for drivers as well as special helmets for children have been developed. Malaysia has very strict speed limit to 110 km/hr. on highway, 90 km/hr. on main roads, 60 km/hr.in cities. Penalties for driving when drunk have also been introduced.

In 2010 in Ukraine, the number of accidents that resulted in people’s deaths amounted to 19436 cases. The main causes of accidents were speeding, failure to keep distance, driving of vehicles when drunk.

In May 2011 at the Ukrainian National Information Agency a press conference titled "the Decade of Action: Stop Death on Roads" was held as the result of the UN project “the Decade of Action for Road Safety (2011-2020)”. The participants of the press-conference were Vice-Prime Minister of Ukraine, Head of the WHO Country Office in Ukraine, Head of the Ukrainian Road Safety Association, Deputies of the Ukrainian Parliament. Greeting note from the President of Ukraine was presented on the occasion of the project’s launch. It is expected that the event will be widely supported and covered by media.

To conclude, globalization has made the planet's roads our common space. At the same time, according to expert’s estimations the death rate will increase twice by 2020 if we do not begin to take drastic measures right now. So, now it is time for action and the combined effort. Together we have the power to resist, fight and overcome this world-wide problem.

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