

**SCIENTIFIC  
COLLECTION  
INTERCONF**



**No 97**  
February, 2022

**THE ISSUE CONTAINS:**

Proceedings of the 9th  
International Scientific  
and Practical Conference

**INTERNATIONAL FORUM: PROBLEMS  
AND SCIENTIFIC SOLUTIONS**



**MELBOURNE, AUSTRALIA**  
**6-8.02.2022**



**InterConf**  
Scientific Publishing Center

# **SCIENTIFIC COLLECTION «INTERCONF»**

**№ 97 | February, 2022**

**THE ISSUE CONTAINS:**

Proceedings of the 9<sup>th</sup> International Scientific and Practical Conference

## **INTERNATIONAL FORUM: PROBLEMS AND SCIENTIFIC SOLUTIONS**

MELBOURNE, AUSTRALIA

**6-8.02.2022**


AUSTRALIA  
2022

## UDC 001.1

S 40 *Scientific Collection «InterConf», (97): with the Proceedings of the 9<sup>th</sup> International Scientific and Practical Conference «International Forum: Problems and Scientific Solutions» (February 6-8, 2022). Melbourne, Australia: CSIRO Publishing House, 2022. 612 p.*

ISBN 978-0-643-12109-6


### EDITOR COORDINATOR

**Anna Svoboda**   
Doctoral student  
University of Economics, Czech Republic  
annasvobodaprague@yahoo.com

**Mariia Granko**   
Coordination Director in Ukraine  
Scientific Publishing Center InterConf  
info@interconf.top

### EDITORIAL BOARD


Temur Narbaev  (PhD)  
Tashkent Pediatric Medical Institute,  
Republic of Uzbekistan;  
temur1972@inbox.ru

Nataliia Mykhalitska  (PhD in Public Administration)  
Lviv State University of Internal Affairs, Ukraine

Dan Goltsman (Doctoral student)  
Riga Stradiņš University, Republic of Latvia;

Katherine Richard (DSc in Law),  
Hasselt University, Kingdom of Belgium  
katherine.richard@protonmail.com;

Richard Brouillet (LL.B.),  
University of Ottawa, Canada;


Stanyslav Novak  (DSc in Engineering)  
University of Warsaw, Poland  
novaks657@gmail.com;

Kanako Tanaka (PhD in Engineering),  
Japan Science and Technology Agency, Japan;

Mark Alexandr Wagner (DSc. in Psychology)  
University of Vienna, Austria  
mw6002832@gmail.com;

Alexander Schieler (PhD in Sociology),  
Transilvania University of Brasov, Romania

Svitlana Lykholat  (PhD in Economics),  
Lviv Polytechnic National University, Ukraine


Dmytro Marchenko  (PhD in Engineering)  
Mykolayiv National Agrarian University  
(MNAU), Ukraine;

Rakhmonov Aziz Bositovich (PhD in Pedagogy)  
Uzbek State University of World Languages,  
Republic of Uzbekistan;

Mariana Vereskliia  (PhD in Pedagogy)  
Lviv State University of Internal Affairs, Ukraine

Dr. Albena Yaneva (DSc. in Sociology and Antropology),  
Manchester School of Architecture, UK;


Vera Gorak (PhD in Economics)  
Karlovarská Krajská Nemocnice, Czech Republic  
veragorak.assist@gmail.com;

Polina Vuitsik  (PhD in Economics)  
Jagiellonian University, Poland  
p.vuitsik.prof@gmail.com;

Elise Bant (LL.D.),  
The University of Sydney, Australia;

George McGrown (PhD in Finance)  
University of Florida, USA  
mcgrown.geor@gmail.com;

Vagif Sultanly (DSc in Philology)  
Baku State University, Republic of Azerbaijan

Kamilə Əliağa qızı Əliyeva  (DSc in Biology)  
Baku State University, Republic of Azerbaijan

---

If you have any questions or concerns, please contact a coordinator Mariia Granko.

---

#### The recommended styles of citation:

1. Surname N. (2022). Title of article or abstract. *Scientific Collection «InterConf», (97): with the Proceedings of the 9th International Scientific and Practical Conference «International Forum: Problems and Scientific Solutions» (February 6-8, 2022). Melbourne, Australia; pp. 21-27. Available at: [https://interconf.top/...](https://interconf.top/)*
2. Surname N. (2022). Title of article or abstract. *InterConf, (97), 21-27. Retrieved from [https://interconf.top/...](https://interconf.top/)*

This issue of Scientific Collection «InterConf» contains the International Scientific and Practical Conference. The conference provides an interdisciplinary forum for researchers, practitioners and scholars to present and discuss the most recent innovations and developments in modern science. The aim of conference is to enable academics, researchers, practitioners and college students to publish their research findings, ideas, developments, and innovations.

©2022 Busse Verlag GmbH  
©2022 Authors of the abstracts  
©2022 Scientific Publishing Center «InterConf»

contact e-mail: [info@interconf.top](mailto:info@interconf.top)











webpage: [www.interconf.top](http://www.interconf.top)

## TABLE OF CONTENTS

**PART I**





<b>BUSINESS ECONOMICS</b>		
Hasanova M.J. Rzayeva U.İ.		FORMATION OF COOPERATIVE RELATIONS AND IMPROVING THE ECONOMIC MECHANISM
Надирханова Д.А.		ПЕРСПЕКТИВЫ ИННОВАЦИОННОГО РАЗВИТИЯ АГРОБИЗНЕСА
<b>REGIONAL ECONOMY</b>		
Amirova Z. Shirinzada N. Abdulova A.		AN ANALYSIS OF CURRENT TRENDS IN FOREIGN DIRECT INVESTMENT INFLOWS TO AFRICA
Надирханова Д.А.		ОБЕСПЕЧЕНИЕ ПРОДОВОЛЬСТВЕННОЙ БЕЗОПАСНОСТИ В АЗЕРБАЙДЖАНЕ
Эралиев А.А.		ПОВЫШЕНИЕ БЛАГОСОСТОЯНИЕ НАСЕЛЕНИЯ В ПОСТПАНДЕМИЧЕСКИХ УСЛОВИЯХ ЗА СЧЁТ РАЗВИТИЯ МАЛОГО БИЗНЕСА И ЧАСТНОГО ПРЕДПРИНИМАТЕЛЬСТВА
<b>INTERNATIONAL ECONOMICS AND INTERNATIONAL RELATIONS</b>		
Dovgal O. Dovgal G. Miroshnichenko T.		CHALLENGES AND OPPORTUNITIES FOR THE DEVELOPMENT OF THE MODERN DIGITAL ECONOMY
Jumagaziyeva A.N.		DEVELOPMENT OF IRAN-KAZAKHSTAN RELATIONS AND PROSPECTS FOR COOPERATION
Shabanova N. Sadikhova S. Abdulova A.		EFFECTS OF CLIMATE CHANGE IN THE ECONOMY AND FINANCE OF THE COUNTRIES
Чабан Д.В.		БОСНІЯ ТА ГЕРЦЕГОВИНА НА ПОРОЗІ ВНУТРІШНЬОГО КОНФЛІКТУ
<b>MANAGEMENT</b>		
Hajiveya S.İ.		THE ROLE OF STAFF POTENTIAL IN THE IMPROVEMENT OF AGRICULTURAL DEVELOPMENT DIRECTIONS
Hasanova K.E.		FACTORS INFLUENCING THE FORMATION OF WOMEN'S ENTREPRENEURSHIP IN THE REPUBLIC OF AZERBAIJAN AND THEIR DEVELOPMENT FEATURES
Kholikova S.A.		MODERN METHODS OF CONFLICT MANAGEMENT AND ITS IMPACT ON THE ACTIVITIES OF AN ENTERPRISE IN THE DIGITAL ECONOMY
Papizh Y. Kosolapov A.		STRATEGIC SPATIAL MANAGEMENT ON THE BASIS OF THE SUSTAINABLE DEVELOPMENT CONCEPT
<b>MARKETING, ADVERTISING AND PR</b>		
Erkinov S.B. Shamsieva N.F.		FACTORS AFFECTING CONSUMER BEHAVIOR ASSOCIATED WITH THE CONSUMPTION OF GOODS
Ковтун Т.В.		ПІАР РИНОК УКРАЇНИ В ПЕРІОД ПАНДЕМІЇ
<b>FINANCE AND CREDIT</b>		
Vanishvili M. Sreseli L.		CHALLENGES OF GENDER MUNICIPAL BUDGETING IN GEORGIA
<b>PEDAGOGY AND EDUCATION</b>		
Dobrova G.S.		SOCIAL AND CIVIC COMPETENCE OF THE SCHOOL LEADER
Mazhitova L.H. Bedelbaeva G.E. Nauryzbayeva G.K.		FORMATION OF SPECIAL COMPETENCIES OF STUDENTS AT TECHNICAL UNIVERSITIES

## INTERNATIONAL FORUM: PROBLEMS AND SCIENTIFIC SOLUTIONS



Mukasheva B.M.		TECHNOLOGY OF PROBLEM-BASED LEARNING AS A WAY OF FORMATION STUDENTS' MOTIVATION IN FOREIGN LANGUAGE EDUCATION	128
Nurullaeva S.U.		INTERPRETATION OF THE PROBLEM OF MODELLING TEACHER SKILLS AND PEDAGOGICAL ACTIVITY IN EUROPEAN PEDAGOGY	134
Yarmanova Y.B.		SOCIO-CULTURAL FOUNDATIONS OF PERSONALITY DEVELOPMENT	139
Байгашева В.Т. Авдонькин В.П.		ФОРМИРОВАНИЕ ФУНКЦИОНАЛЬНОЙ ГРАМОТНОСТИ УЧАЩИХСЯ НА УРОКАХ КАК ОСНОВА РАЗВИТИЯ ТВОРЧЕСКОЙ ЛИЧНОСТИ	143
Баскова Г.В. Колосова Е.П. Лазарчук М.В. Горбатенко К.В.		К ВОПРОСУ ПОВЫШЕНИЯ КАЧЕСТВА ЗНАНИЙ СТУДЕНТОВ ПО КУРСУ «ИНЖЕНЕРНАЯ ГРАФИКА»	151
Герасимова О.С. Рубльова Р.І.		ВПРОВАДЖЕННЯ СИСТЕМИ ДИСТАНЦІЙНОГО ДІАГНОСТУВАННЯ РІВНЯ ЗАСВОЄННЯ НАВЧАЛЬНОГО МАТЕРІАЛУ У ТЕХНІЧНИХ ЗАКЛАДАХ ВИЩОЇ ОСВІТИ	158
Косьмина В.Ю. Ященко А.А.		ЗЕРКАЛЬНЫЕ НЕЙРОННЫЕ СЕТИ НА СЛУЖБЕ ПРЕПОДАВАТЕЛЯ ИНОСТРАННОГО ЯЗЫКА	163
Крупа В.В. Чубар І.В. Лобода І.В.		ОСОБЛИВОСТІ ПРАКТИЧНОЇ ТА ПРОФЕСІЙНОЇ ПІДГОТОВКИ ФАХІВЦІВ З ФІЗИЧНОЇ ТЕРАПІЇ, ЕРГОТЕРАПІЇ	167
Курок Р.О.		ПЕДАГОГІЧНІ УМОВИ РОЗВИТКУ ПРАВОВОЇ КОМПЕТЕНТНОСТІ ПЕДАГОГІЧНИХ ПРАЦІВНИКІВ ЕКОНОМІЧНИХ КОЛЕДЖІВ	174
Орман К. Чункурова З.К. Абилкашенов Д.Б. Даутбеков Б.Д.		ПРИМЕНЕНИЕ СОРЕВНОВАТЕЛЬНОГО МЕТОДА НА УРОКАХ ФИЗИЧЕСКОЙ КУЛЬТУРЫ	177

### PART II




#### PHILOSOPHY AND COGNITION


















Дүйсенова Ж.М. Нургалиева Н.С. Жусупова Б.М.		ИСТОРИКО-ТЕОРЕТИЧЕСКИЙ ОЧЕРК ФИЛОСОФСКОГО ОПЫТА	182
Захруддинов И.З. Зубайдов З.К.		РОЛЬ ЭКОНОМИЧЕСКИХ ОРГАНИЗАЦИЙ В ГЛОБАЛИЗАЦИОННОМ МИРЕ И ШАГИ РЕСПУБЛИКИ ТАДЖИКИСТАН ДЛЯ УКРЕПЛЕНИЯ ГОСУДАРСТВЕННОЙ НЕЗАВИСИМОСТИ	192
Козобродова Д.М.		СОЦІАЛЬНА РЕАЛЬНІСТЬ ЯК ПСИХОМІРНЕ СЕРЕДОВИЩЕ В ПСИХОСИНЕРГЕТИЦІ	203
Одинаев М.С.		РАЗЪЯСНЕНИЕ ФИЛОСОФСКО-СУФИЙСКОГО НАСЛЕДИЯ АФЗАЛИДДИНА КАШАНИ	207

#### POLITICAL SCIENCE AND PUBLIC ADMINISTRATION

Кірісхан П.		ПОСТ-ПАНДЕМИЯ КЕЗЕҢІНДЕГІ ҚАЗАҚСТАННЫҢ МЕМЛЕКЕТТІК САЯСАТЫ: ЕРЕКШЕЛІКТЕРІ МЕН ДАМУ ҮРДІСТЕРІ	216
Кушкимбаев А.Н.		ДИАЛОГОВЫЕ ПЛОЩАДКИ КАК ОДИН ИЗ ЭФФЕКТИВНЫХ ФОРМ ВЗАИМОДЕЙСТВИЯ ГРАЖДАНСКОГО ОБЩЕСТВА И ГОСУДАРСТВА	222


















#### PSYCHOLOGY AND PSYCHIATRY

Prateek S.Y. Soroka I.		CREATING AND MANAGING A HIGH-PERFORMING CULTURE	231
Бушуева Т.В.		ОСОБИСТІСНІ ПРЕДИКТОРИ КОПІНГ-ПОВЕДІНКИ ДОРОСЛИХ	236
Овчаренко М.О. Ліньов О.М. Вербицький Є.Ю.		ПАРАНОЙАЛЬНА СИМПТОМАТИКА ПРИ ОРГАНІЧНИХ АФЕКТИВНИХ РОЗЛАДАХ У КОМБАТАНТІВ	246

Романовська Д.Д.		ДО ПРОБЛЕМИ ФОРМУВАННЯ ЖИТТЄВИХ ЦІННОСТЕЙ У ЗДОБУВАЧІВ ОСВІТИ В НОВІЙ УКРАЇНСЬКІЙ ШКОЛІ	253
Яцук Н.В. Говоруха О.С.		КОМПЕТЕНТНІСТЬ ПЕДАГОГІВ ТА ІНШИХ ПРАЦІВНИКІВ ОСВІТНІХ ЗАКЛАДІВ , ЩОДО ВМІННЯ ВИКОРИСТОВУВАТИ У СВОЇЙ ПРОФЕСІЙНІЙ НАВИЧКИ КОМУНІКАЦІЇ	257
<b>PHILOLOGY AND LINGUISTICS</b>			
Kasatkina- Kubyshkina O. Kuriata Y.		HUMOUR IN MODERN POLITICAL ADVERTISEMENTS	262
Везирова Л.О.		ПОНЯТИЕ «КУЛЬТУРЫ РЕЧИ» КАК ЯЗЫКОВОЙ КУЛЬТУРЫ	268
Жолдыбаева М.Б. Сейдалиева Г.О.		БОЛАШАҚ ШЕТ ТІЛІ МҰҒАЛІМДЕРІНІҢ АКТ ҚҰЗІРЕТТІЛІГІН ҚАЛЫПТАСТЫРУ	273
Нурланова А.Н. Чункурова З.К. Жәмсап А.Т.		КАТЕГОРИЯ «НАУКА» В ПОЭЗИИ ШАКАРИМ <i>КУДАЙБЕРДИЕВА</i>	280
Ралько О.В. Запорожець В.В.		СТРУКТУРА ТА СЕМАНТИКА АНГЛОМОВНОГО КОМП'ЮТЕРНОГО СЛЕНГУ	285
<b>LITERARY STUDIES</b>			
Волошина О.В. Бондарева Т.П.		МЕРЕЖЕВА ЛІТЕРАТУРА – ФЕНОМЕН ХХІ СТОЛІТТЯ	293
<b>LAW AND INTERNATIONAL LAW</b>			
Вишновецька С.В. Репіна Є.Ю.		ФОРМИ ВІДДАЛЕНОЇ РОБОТИ ЯК СПОСІБ ОРГАНІЗАЦІЇ ТРУДОВОЇ ДІЯЛЬНОСТІ ПІД ЧАС КАРАНТИННИХ ОБМЕЖЕНЬ	296
Кошелєв К.Є.		“СУД ПРАВА” І “СУД ФАКТУ”: КОРЕКТНІСТЬ ТЕОРЕТИЧНОГО РОЗМЕЖУВАННЯ	300
Міхровська М.С.		ДЕЯКІ АСПЕКТИ ВЖИВАННЯ ТЕРМІНІВ «ДЕРЖАВНЕ УПРАВЛІННЯ» ТА «ПУБЛІЧНА АДМІНІСТРАЦІЯ»	303
Савчук О.О.		ПРАВОВІ ПИТАННЯ ІННОВАЦІЙНИХ ТЕХНОЛОГІЙ ВИКОРИСТАННЯ І ОХОРОНИ ДОВКІЛЛЯ	308
<b>HISTORY AND ARCHEOLOGY, ARCHIVAL STUDIES</b>			
Чернуха О.В. Трегубов В.В. Денисенко К.О.		ГОЛОДОМОР НА УКРАЇНІ 1921-1923 РР.	312
<b>BIOLOGY AND BIOTECHNOLOGY</b>			
Ramazanov V.V. Volovelskaya E.L. Rudenko S.V.		SHAPE CHANGES IN RED BLOOD CELLS UNDER THE ACTION OF ALBUMIN AND STILBENEDISULFONATE	317
Гончарова І.І.		ВИБІР ПОРОДИ - ВАЖЛИВА УМОВА РОЗВИТКУ М'ЯСНОГО СКОТАРСТВА	324
<b>MEDICINE AND PHARMACY</b>			
Babamuradova Z.B. Akhmedzhanova D.M.		INFLUENCE OF ETIOLOGICAL FACTORS ON OSTEOARTHRITIS OF THE KNEE JOINTS	331
Babamuradova Z.B. Babamuradova D.A.		ASSESSMENT OF INSULIN RESISTANCE IN WOMEN WITH TYPE 2 DIABETES MELLITUS OF REPRODUCTIVE AGE	335
Babamuradova Z.B. Isokova S.K.		HEMODYNAMIC FEATURES OF UNSTABLE ANGINA IN PATIENTS WITH METABOLIC SYNDROME	339
Balan G. Behta E. Tapu L. Tighinean C. Bivol M. Burduniuc O.		MECHANISMS OF ANTIMICROBIAL RESISTANCE SPECIFIC FOR <i>ESCHERICHIA COLI</i> AND <i>KLEBSIELLA PNEUMONIAE</i>	343



## INTERNATIONAL FORUM: PROBLEMS AND SCIENTIFIC SOLUTIONS

Bondarenko Y.M. Zadorozhna T.D. Skrypchenko N.Y. Kilikhevych S.M.		PRELIMINARY OBSERVATION OF MORPHOLOGICAL FEATURES OF THE PLACENTA OF WOMEN THAT HAD COVID-19	351
Țurcanu T. Andrieș L. Șoitu M. Asla M.		DIFICULTĂȚI DE DIAGNOSTIC ȘI TRATAMENT AL INFECȚIEI MATERNO-FETALE HERPETICE LA NOI-NĂCUȚ	355
Voitovska O. Kozelkova V.		THE ROLE OF CYTOKINES IN ADAPTIVE REACTIONS	360
Абдусаматова Д.З. Пулатова Д.Б. Пулатова Н.И. Омонова М.Ж.		ИЗУЧЕНИЕ КОМБИНАЦИЙ ОМЕПРАЗОЛА С САЙТОТЕКОМ И ОМЕПРАЗОЛА С КАПТОПРИЛОМ НА ДИНАМИКУ КЛИНИЧЕСКИХ СИМПТОМОВ ГАСТРОПАТИИ ПРИ РЕВМАТОИДНОМ АРТРИТЕ	365
Зуфаров П.С. Саидова Ш.А. Арипджанова Ш.С. Умидахон И.Ф.		ЭФФЕКТИВНОСТЬ ВЕНОРМА ПРИ ЛЕЧЕНИИ И РЕАБИЛИТАЦИИ БОЛЬНЫХ С КОРОНОВИРУСНОЙ ИНФЕКЦИЕЙ	372
Мусаева Л.Ж. Акбарова Д.С. Якубов А.В. Зуфаров П.С. Йулдашева Д.К.		COVID-19-АССОЦИИРОВАННАЯ КОАГУЛОПАТИЯ: ПРОБЛЕМЫ АНТИКОАГУЛЯНТНОЙ ТЕРАПИИ У БОЛЬНЫХ COVID-19	377
Мусайнова А.К. Жандаулетова М.Б. Мусина К.К. Рахыжанова С.О. Сайранбеков А.Р.		РЕАКЦИЯ В-ЗВЕНА ИММУНИТЕТА В ОТДАЛЕННОМ ПЕРИОДЕ ПОСЛЕ ДЕЙСТВИЯ ФРАКЦИОНИРОВАННОГО ГАММА-ИЗЛУЧЕНИЯ И ЭМОЦИОНАЛЬНОГО СТРЕССА	385
Нұрмұхамбетова А.Т. Рамазанова Н.Ж. Байгенжеева Р.К.		ЭПИДЕМИОЛОГИЧЕСКАЯ СИТУАЦИЯ СИФИЛИТИЧЕСКОЙ ИНФЕКЦИИ НА ТЕРРИТОРИИ РЕСПУБЛИКИ КАЗАХСТАН В ПЕРИОД 2000-2020 ГГ.	387
Строчка О.Б. Маковозова Л.О. Павленко Т.Б.		ОСОБЛИВОСТІ УЛЬТРАЗВУКОВОЇ ДІАГНОСТИКИ ЗАХВОРЮВАНЬ МОЛОЧНИХ ЗАЛОЗ У ЖІНОК	391
<b>NATURE MANAGEMENT, RESOURCE SAVING AND ECOLOGY</b>			
Shchyhelska H.O. Bodnar V.V.		SAFETY CULTURE IN THE CONTEXT OF THE CONSEQUENCES OF THE CHORNOBYL DISASTER	394
Ларін М.В. Ситнікова І.О.		АНАЛІЗ ДЕЯКИХ СОРБЕНТІВ ПРИРОДНОГО ПОХОДЖЕННЯ ДЛЯ ОЧИЩЕННЯ НАФТОВИХ РОЗЛИВІВ	399
Мамедова Р.Ф.		АКТУАЛЬНОСТЬ ВОЗДЕЙСТВИЯ ХИМИЧЕСКИХ ВЕЩЕСТВ И ОТХОДОВ НА ПРИРОДУ	403
<b>ENERGETICS</b>			
Дильманова А.Т. Еримбетов А.С. Кунакбаева А.С.		ЭНЕРГОЭФФЕКТИВНОЕ СБЕРЕЖЕНИЕ В СТРОИТЕЛЬСТВЕ	411
<b>PHYSICS AND MATHS</b>			
Arazov G.T.		ON VARIABILITIES IN THE THEORY OF POPULATIONS OF FAMILIES OF SMALL BODIES IN NONLINEAR DYNAMIC SYSTEMS	417
<b>CHEMISTRY AND MATERIALS SCIENCE</b>			
Aripdjanova M.A. Usmanova G.A. Ayupova M.B. Karimov M.M.		INVESTIGATION OF THE COMPLEX FORMATION OF POLYMETACRYLIC ACID BY THE METHOD OF RAPID SEDIMENTATION WITH Cu <sup>2+</sup> AND Fe <sup>3+</sup> IONS	421


Ngo Thi Anh Tuyet Tran Thi Van Trinh Hoang Hien Y		ОКИСЛИТЕЛЬНОЕ ОБЕЗВРЕЖИВАНИЕ СУЛЬФИДНОЙ СЕРЫ МОЛЕКУЛЯРНЫМ КИСЛОРОДОМ В ПРИСУТСТВИИ УГЛЕВОДОРОДНОГО РАСТВОРА 3,3',5,5'-ТЕТРА-ТРЕТ-БУТИЛ-СТИЛЬБЕНХИОНА	423
Гусейналиев М.Г. Гараев А.М. Ибрагимова Л.Н.		ПОЛУЧЕНИЕ И ИССЛЕДОВАНИЕ ОПТИЧЕСКИХ СВОЙСТВ НАНОЧАСТИЦ СЕЛЕНИДА КАДМИЯ	427
Золотаренко А.Д. Золотаренко А.Д. Рудакова Е.П. Щур Д.В. Чимбай М.В.		ВОДОРОДОСОРБЦИОННЫЕ СВОЙСТВА ГИДРОИНТЕР-МЕТАЛЛИДА $MgCeCo_4H_x$	434
Золотаренко А.Д. Рудакова Е.П. Золотаренко А.Д. Щур Д.В. Чимбай М.В.		НАУЧНОЕ РЕШЕНИЕ ПРОБЛЕМЫ ПО ИСПОЛЬЗОВАНИЮ И ИЗГОТОВЛЕНИЮ НОВЫХ КОМПОЗИТОВ НА ОСНОВЕ КЕРАМИ, НАПОЛНЕННОЙ СПИРАЛЬНЫМИ УГЛЕРОДНЫМИ НАНОТРУБКАМИ ДЛЯ ТЕХНОЛОГИИ 3D ПЕЧАТИ СJP	445
<b>LIGHT INDUSTRY AND FOOD INDUSTRY</b>			
Kryzhak L. Petliuk L.		THE USE OF BIFIDOBACTERIA IN THE PRODUCTION OF SMOKED SAUSAGES	458
<b>GENERAL ENGINEERING AND MECHANICS</b>			
Васько А.І. Васько І.А.		ОРІЄНТУВАННЯ ТРАЕКТОРІЇ ПОХИЛО-СКЕРОВАНОЇ СВЕРДЛОВИНИ В ПРОСТОРІ	461
Старий А.Р. Гордеев А.І.		ОСОБЛИВОСТІ МЕТОДИКИ ВИЗНАЧЕННЯ ПАРАМЕТРІВ КОНСТРУКТИВНИХ ЕЛЕМЕНТІВ ВУЗЛА ПУЛЬСАЦІЇ ВІБРАЦІЙНОЇ МАШИНИ ДЛЯ ОЧИСТКИ ТА МИЙКИ У COSMOS WORKS	465
Шулякова Т.В. Лахондигов К.А.		ФОТОГРАММЕТРИЧЕСКАЯ ОБРАБОТКА АЭРОФОТОСНИМКОВ ДЛЯ СОЗДАНИЯ ОРТОФОТОПЛАНОВ	471
<b>RADIO ENGINEERING, ELECTRONICS AND ELECTRICAL ENGINEERING</b>			
Лимонов Л.Г.		СИСТЕМА УПРАВЛЕНИЯ ИСПЫТАТЕЛЬНЫМ СТЕНДОМ	476
Соколовский Ю.Б. Лимонов Л.Г.		НОВЫЕ КОНСТРУКЦИИ ВЕТРОЭНЕРГЕТИЧЕСКИХ УСТАНОВОК	482
<b>INFORMATION AND WEB TECHNOLOGIES</b>			
Kalkabekova T.Z.		AN ADAPTIVE USER INTERFACE DESIGN BASED ON ARTIFICIAL NEURAL NETWORKS	492
Petrenko A.		SERVICE-ORIENTED ARCHITECTURE FOR WIRELESS SENSOR NETWORKS	499
Кохович А.В.		ЭТАПЫ ПРОВЕДЕНИЯ ОФБОРДИНГА	503
Мелкозьорова О.М. Лесная Ю.Є. Малахов С.В.		ОСОБЛИВОСТІ ЗАБЕЗПЕЧЕННЯ ЗАХИСТУ ВІД НСД В СУЧАСНИХ ІНФОРМАЦІЙНИХ СИСТЕМАХ	506
Ордабаева Г.К. Жусипбеков К. Әлібек Ә. Абсатов М. Бостанов А.		OWASP ZAP ҚОСЫМШАСЫ НЕГІЗІНДЕГІ ТАЛДАУЛАР	512
Чезимбаева К.С. Қуаныш М.Б.		АНАЛИЗ ДАННЫХ СОЦИАЛЬНЫХ СЕТЕЙ ПО РАЗДЕЛЕНИЮ НА ТЕКСТОВЫЕ И МУЛЬТИМЕДИЙНЫЕ КОМПОНЕНТЫ	518
<b>ARCHITECTURE, CONSTRUCTION AND DESIGN</b>			
Cherpurnyi D. Yesakova S.		DISTRIBUTION OF HORIZONTAL SOIL PRESSURE ON RETAINING WALLS WITH A MULTILAYER BASE	529



## INTERNATIONAL FORUM: PROBLEMS AND SCIENTIFIC SOLUTIONS

Бондаренко В.В.		ТВОРЧІ МЕТОДИКИ В СИСТЕМІ ПІДГОТОВКИ ДИЗАЙНЕРІВ ПРЕДМЕТНО-ПРОСТОРОВОГО СЕРЕДОВИЩА	533
Гнатюк О.Т. Лапчук М.А.		ПОРІВНЯННЯ ЕКСПЕРИМЕНТАЛЬНИХ ТА РОЗРАХУНКОВИХ ЗНАЧЕНЬ НЕСУЧОЇ ЗДАТНОСТІ БУРОНАБИВНИХ МІКРОПАЛЬ З РОЗШИРЕНОЮ П'ЯТОЮ У ҐРУНТАХ РІЗНОГО ТИПУ	536

### PHYSICAL EDUCATION AND SPORTS

Aliberti S.		DIFFERENCE IN MOTIVATION BETWEEN COMPETITIVE AND NON-COMPETITIVE TEENAGERS IN DANCESPORT	543
D'Isanto T.		THE TEACHING OF PHYSICAL EDUCATION IN THE PRIMARY SCHOOL IN DISTANCE EDUCATION	549
Esposito G.		VISUAL SEARCH STRATEGIES IN SPORT	553
Udroiu M.		DEFINITION OF THE RUGBY GAME	558
Urlih L.-C.		THE IMPORTANCE OF SPORTS-RECREATIONAL ACTIVITIES IN THE FORMATION OF STUDENT PERSONALITY	562
Стрикаленко Є.А. Шалар О.Г. Андрєєва Р.І. Гузар В.М.		ШЛЯХИ ОПТИМІЗАЦІЇ ШВИДКІСНО-СИЛОВОЇ ПІДГОТОВКИ ЮНИХ ФУТБОЛІСТІВ РІЗНОГО ІГРОВОГО АМПЛУА	566
Татарченко Л.І. Шабала Г.Ю.		ЕТИОЛОГІЯ, ЛФК ТА ПРОФІЛАКТИКА ОСТЕОХАНДРОЗУ	575
Хохлова Т.С. Дейнеко Л.М. Пінчук В.Л. Кривчик Л.С.		ХІМІКО-ТЕРМІЧНА ОБРОБКА ТРУБОПРЕСОВОГО ІНСТРУМЕНТУ ДЛЯ ВИРОБНИЦТВА КОРОЗІЙНОСТІЙКИХ ТРУБ - ЕФЕКТИВНИЙ СУЧАСНИЙ ЗАСІБ ТЕРМОЗМІЦНЕННЯ З МЕТОЮ ПОКРАЩЕННЯ ЕКСПЛУАТАЦІЙНИХ ВЛАСТИВОСТЕЙ ІНСТРУМЕНТУ	583
<b>MILITARY AFFAIRS AND NATIONAL SECURITY</b>			
Лупаленко О.В. Максименко Ю.А. Люлька О.В. Коновалюк М.Д. Чкалов А.П.		АНАЛІЗ БОЙОВИХ МОЖЛИВОСТЕЙ ЛЕГКОГО ПРОТИТАНКОВОГО ЗАСОБУ НОВОГО ПОКОЛІННЯ NLAW	597
Ордабаева Г.К. Қойшибек А. Кенжебаева Б. Қожахан Е.		ЖЕЛІ ОСАЛДЫҚТАРЫН ІЗДЕУ ЖӘНЕ ПАЙДАЛАНУ ҚОСЫМШАЛАРЫНА ТАЛДАУ	605

## PHILOLOGY AND LINGUISTICS

### **Kasatkina-Kubyshkina Olena**

Ph.D. in Psychology, Associate Professor of the Department  
of English Language Practice and Teaching Methodology,  
Rivne State University of the Humanities, Ukraine

### **Kuriata Yuliia**

Ph.D. in Psychology, Associate Professor of the Department  
of English Language Practice and Teaching Methodology,  
Rivne State University of the Humanities, Ukraine

## HUMOUR IN MODERN POLITICAL ADVERTISEMENTS

***Abstract.** Performing functions of information dissemination and propaganda, political advertising affects the content and quality of social values, traditions and norms. The specific features and functions of humour in political advertising and communication as a powerful means of the influence on the mass consciousness and the formation of electorate behaviour are considered. As forms of political humor are flexible, the most common lexical stylistic devices in political communication are analysed.*

***Keywords:** political humour, political communication, political discourse, forms and functions of political humour, lexical stylistic devices.*

Advertising has become an integral part of public life. It constantly surrounds us, becoming a kind of background of our existence. Having originated in ancient times in the form of primitive proto-advertising, and having developed on the basis of trade relations, it is now available in various media, penetrating into all spheres of life. At the present stage of development of society, it has become a universal sign-semantic space of modern culture and a global socio-cultural translator of the mechanisms of a person's socialization and identification, a source of new types of social relations, values and ideas. In the context of rapid political and economic changes, as well as alteration of the social space, politicians have to use advertising as a means of public affairs, and humor gives politicians infinite possibilities to

manipulate the consciousness of the electorate, to obtain the desired result.

According to Arens, W. F. (2010) advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, either now or in the future [1].

In a broad sense, advertising is a means of communication, a type of marketing communication that aims to disseminate information about a product or service through the media, and aims to attract the attention of consumers and influence their choices.

The main features of advertising are its payment (paid by advertisers or sponsors), impersonal addressing (addressed not to specific individuals, but to specific target groups), one-sidedness, mediation. The main task of advertising is to inform about products and influence the consumers' choices of goods, to convince them of the feasibility of choosing the product from a number of similar ones.

Alongside with commercial advertising, political advertising can be distinguished, which has specific features and characteristics.

Both commercial and political advertisements contain basic components: the headline, the body-copy, the slogan and visualization. Obviously, "consumption" and "product" are the basic concepts for commercial advertising, when "power" and "politician" are the key concepts of political one. In addition, commercial advertising functions with a constant intensity, while the intensity of political advertising is not stable, since, being activated during the election campaigns, it declines after the elections.

All in all, political advertising has the main attributes of the advertising discourse itself, that is, it denominates the subject of advertising, indicates its significant/winning characteristics, and plans a positive result. However, in political advertising, the utterance acts both as a product of a speech act and as a tool to achieve a goal.

Among the characteristics of political advertising are:

- a) the predominance of the mass addressee;
- b) the dominant role of the factor of emotionality and a significant proportion of phatic communication;

c) semantic uncertainty;

d) manipulative capability as a result of the use of manipulative strategies, the most important of which are euphemism, deliberate evasiveness, allusions and rumor references;

e) mediation of political communication by the mass media factor;

f) exposure, the need for politicians to “work a crowd”;

g) the dynamism of the language of politics, due to the topicality of the reflected realities and the variability of the political situation.

As political communication is broadly defined as the dialogue between political organisations, politicians, private citizens and media, political advertising serves the following communicative purposes: to establish a contact between power holders and electorate and accumulate key concept of electoral campaign in advertising message.

In political communication, humor has been observed more often recently, and it performs the following functions: the function of political socialization; identification; differentiation; unity; communication; conflict and consensus building.

Since the intentional basis of political advertisements is the struggle for power, and this purpose predetermines the main functions and methods of its implementation, speech strategies and tactics are widely used.

In general, the means of verbal representation of political humor can be found at all levels of the language system – phonetic, morphological, lexical and syntactic. The most common forms of political humour are: a joke ( a type of verbal humour in which words are used to make people laugh but not to be taken seriously); a pun (a type of humour that relies on word play that exploits multiple meanings of a term, or words that sound alike but have different meanings); irony (a humorous use of words to express something other than and especially the opposite of the literal meaning) and sarcasm (a type of verbal humor, the use of irony to mock or convey contempt): e.g.: *“Next year at this time, someone else will be standing here in this very spot and it’s anyone guess who she will be”, “In just six short months, I will be officially a lame duck, which means Congress now will flat-out reject my*

*authority” [2]; “Hi, everybody. How are you? Thank you. If I were smart, I’d leave right now”, “...he said, no, Joey, only guys like you that never worked in your life can continue to work” (Baiden); “Vote for me. I’ve been working on these problems for 30 years. I can fix it”, she says” [3].*

Since political advertising communication (especially election advertising) is aimed at a wide audience, the communicator has to take into account a fairly wide range of “social incentives”, or electoral expectation factors, which are built on the basis of a hierarchy of individual’s needs developed by Maslow, A. (1943): physiological needs; safety and security needs; the need for belonging and love; self-esteem needs; needs of self-actualization, or needs of personal improvement [4].

In political advertising, there is an active appeal to both the initial basic motive – physiological needs satisfaction, and to “higher” motive – the needs of self-actualization/ personal improvement, based on the current socio-economic, demographic situation in the country, that is, to assure the mature generation in the care of the state and the preservation of social guarantees; the middle-aged generation – in development stability of development and positive transformations; whereas the younger generation – in the implementation of personal growth programs.

Because the participants of political interaction constantly exchange politically important information, make certain decisions, influence the audience, politicians try different ways to influence the process of citizens’ decision-making, especially during election campaigns. Jokes, anecdotes, obscene and frivolous inscriptions and comments, satirical poems, rhymes, graffiti, aimed at achieving a certain goal (e.g., discrediting a politician, political party, etc.) are frequently used.

Nowadays, when the interaction of political elites and the masses is becoming more complicated, democratic political humor in advertisement begins to be used more actively as a critical reaction to political decisions, acting as a product of civil society, one of the effective means of democratization of society.

Consequently, political humor should be defined as a special form of political communication, a way of communicating the message in order to form addressee’s attitude to content of political information. Obviously, this choice is associated with

a certain intrigue in terms of content. If everything was fine with it, it would be easy to do without laughter. However, as some of these topics might be forbidden, “taboo”, or risky in a particular society humour may allow politicians to step over the framework. Most often, political humor is aimed at discrediting political opponents, who then are considered lightweight, which, in turn, significantly increases the rating of definite candidates.

To convey a message, political texts and advertisements frequently use imperative sentences: “*Annoy a Liberal...Work Hard and Be Happy*”, “*Work Harder! Millions On Welfare Depend On You!*”, “*Make America Think Again*”, “*Spread My Work Ethic, Not My Wealth*”, “*Are You Hearing Crazy Voices? Turn Off Fox News*”, etc.

Political advertisements, slogans and speeches are rich on various lexical stylistic devices as well: epithets, metaphors, antithesis, parallelism, repetition, etc., e.g.: “*Democratic Party: We're Not Perfect, But They're Nuts*”, “*Jesus Was A Hippie*”, “*Voting Is Like Driving A Car. Choose (R) To Go Backward. Choose (D) To Go Forward*”, “*GOP Family Values—Your Rights Begin At Conception And End At Birth*”, “*Due To Recent Budget Cuts, The Light At The End Of The Tunnel Has Been Turned Off*”, “*I'd Rather Be A Conservative Nut Job Than A Liberal With No Nuts And No Job!*”, “*I'll Keep My Freedom, My Guns, And My Money. You Can Keep The Change!*”, “*Liberals Protest War. Conservatives Protest Health Care*”, etc. [5].

Moreover, political humor exposes the ambivalence of any political situation and has some positive aspects: it serves an example of a kind of sublimation of aggression and a fairly safe way to release accumulated aggression towards higher power (its high concentration in society), helps to reduce imposed certain prohibitions on society, allows to relieve tension, feel the superiority over in-force political beaumonde.

Overall, political humor is an effective political communication technology used for the purpose of either manipulating consciousness, or informing society, relieving tension and conflict, drawing attention to politics, or promoting development of intellectual abilities of participants of communication. Political

humorous advertisements are multifunctional: certain functions may prevail in certain historical epochs, under a certain political regime, however, such a function as an effective means of political struggle remains predominant. Humour in political advertisements in general and discourse in particular significantly affects the process of democratization: it criticizes the government, verifies its decisions and actions, symbolically equates the lower and upper classes of society, shows the mood of the masses and put forward demands for the ruling elite.

#### References:

1. Arens, W. F. (2010), *Contemporary advertising and Integrated Marketing Communications*, 13<sup>th</sup> ed., McGraw-Hill Education.
2. Obama's Speech at the White House Correspondents' Dinner. URL: <https://time.com/4313618/white-house-correspondents-dinner-2016-presidentobama-jokes-transcript-full/>
3. Trump-Clinton first presidential debate. URL: [https://www.npr.org/2016/09/26/495115346/fact-check-first-presidentialdebate?utm\\_source=twitter.com&utm\\_medium=social&utm\\_campaign=npr&utm\\_term=nprnews&utm\\_content=20160926](https://www.npr.org/2016/09/26/495115346/fact-check-first-presidentialdebate?utm_source=twitter.com&utm_medium=social&utm_campaign=npr&utm_term=nprnews&utm_content=20160926)
4. MacLeod, S. (2020) Maslow's Hierarchy of Needs. URL: <https://www.simplypsychology.org/maslow.htm>
5. Kurtzman, D. (2019) Funny Political Slogans, Mottos and Sayings – LiveAbout. URL: <https://www.liveabout.com/funny-political-slogans-2734608>

Қорытынды да айтарымыз, осалдық сканерлері (немесе қауіпсіздік сканерлері) ұзақ уақыт бойы ақпараттық қауіпсіздік мамандары үшін таптырмас құрал болды. Бүгінгі күні нарықта ресейлік және шетелдік осындай өнімдердің айтарлықтай саны ұсынылған. Осы қосымшаларды салыстырып, біз Wireshark қосымшасын желілік осалдықтарды сканерлеуге арналған ең тиімді қосымша деп таптық.

Wireshark осалдық сканері көптеген танымал операциялық жүйелерді қолдайды, ақпараттық технологиялар ресурстарын толықтыру, желілік порттарды, қызметтерді және веб-қосымшаларды сканерлеу қолайлы, деректер қорын қолдана отырып осалдықтарды іздейді.

Нәтижеде, шолуда ұсынылған сканерлер оларды тұрақты пайдалану арқылы ақпараттық технологиялар инфрақұрылымының қауіпсіздігінің осал тұстары мен кемшіліктерін дер кезінде анықтауға мүмкіндік береді. Бірақ қауіпсіздік өнімдерінің бұл саласы қарқынды дамып келе жатқанын және бірте-бірте сканерлер тапсырмалардың үлкен санын шешетін ауқымды жүйелерге айналатынын атап өткен жөн.

#### Әдебиеттер:

1. Sreekrishna Pandi, Alexander Kropp, Roland Schingnitz, Sebastian A.W. Itting, Chapter 27 - Networking tools, Editor(s): Frank H.P. Fitzek, Fabrizio Granelli, Patrick Seeling, Computing in Communication Networks, Academic Press, 2020, Pages 431-456, ISBN 9780128204887, <https://doi.org/10.1016/B978-0-12-820488-7.00044-X>.
2. Chris Chapman, Chapter 7 - Using Wireshark and TCP dump to visualize traffic, Editor(s): Chris Chapman, Network Performance and Security, Syngress, 2016, Pages 195-225, ISBN 9780128035849, <https://doi.org/10.1016/B978-0-12-803584-9.00007-X>.
3. Jason Andress, Ryan Linn, Chapter 7 - Scanner scripting, Editor(s): Jason Andress, Ryan Linn, Coding for Penetration Testers (Second Edition), Syngress, 2017, Pages 203-223, ISBN 9780128054727, <https://doi.org/10.1016/B978-0-12-805472-7.00007-3>.
4. Beginner's Guide to Nmap - <https://www.linux.com/learn/tutorials/290879-beginners-guide-to-nmap>;