

jeder, der ins Ausland reist, seinen Weg in einer deutschsprachigen Gesellschaft ohne Übersetzer finden können.

Die Hauptsache ist, das ultimative Ziel zu fokussieren und zu sehen, mit anderen Worten - deinen geschätzten Traum ins Leben zu übersetzen.

Das Studium jeder Fremdsprache eröffnet uns neue Möglichkeiten, macht unsere geistige Welt reicher. Haben Sie eine Fremdsprache, gehen die Leute automatisch auf eine höhere soziale Ebene, weil sie ein konkurrenzfähiger Bieter für bezahlte Jobs werden [1]. Wie Sie wissen, sind repräsentative Organisationen in der Regel entweder selbst Vertreter ausländischer Firmen oder pflegen aktive Partnerschaften mit ihnen. Und dort ohne das Wissen einer Fremdsprache kann das nicht erfüllen. Fremdsprachen verbessern die Lebensqualität in allen ihren Bereichen.

Man lernt eine Fremdsprache, um sich selbst und seine Umgebung besser zu verstehen.

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### **MOTIVATION AS A SOCIAL PROBLEM**

Motivation plays an important role not only personal, but also sociological. What is motivation? Is it something that make us better or something that pushes us to the changes? Motivation can be defined as an interval condition initiated by drives, needs or desire and producing goal behaviour.

Today we can observe lack of motivation in society, especially among young people. Why is it in such way? The changing needs of society pose many challenges which require a change in thinking, new skills and emotional balance. One of the biggest problems connected with motivation is a lack of motivation to learn something new. In higher education institutions, success involves the achievement of pre-established goals, and adaptation to the changes imposed by the know-how society. In this context, we are interested to find out which type of motivation leads to success and, consequently, to higher education performances.

A significant amount of research has proved a relevant association between motivational constructs and achievement-related outcomes. One of the most relevant components of motivation and which is extremely important in achieving better performances in higher education is interest. Interest is a motivational component of learning which is always connected to a particular object or content. Many studies try to investigate how interest is developing in higher education, if it may lead to student's performance. There are two types of interest: situation and individual interest. Situational interest is strictly related to a certain situation; while individual interest refers to a generalized interest. Motivation is often conceived as a sequence of events which consists of: attention, relevance, confidence and satisfaction. There are huge problems with motivation or working environment. Every individual person has different motivations for working at a job. But, all people work because the workplace provides something that you need from work. Something that you obtain from your work impacts your morale, your motivation, and the quality of your life.

Sometimes society can be even huge motivator for person. For example, if you are surrounded by very successful people and you speak each day with them your motivation to improve yourself is increasing because you observe their lifestyle, their experience and it is influence on you motivation, goals and attitude to life. Stability of workforce is very important from the point of view of reputation and goodwill of a concern. The employees can remain loyal to the enterprise only when they have a feeling of participation in the management. The skills and efficiency of employees will always be of advantage to employees as well as employers. This will lead to a good public image in the market which will attract competent and qualified people into a concern.

Motivation is an internal feeling which can be understood only by manager since he is in close contact with the employees. Needs, wants and desires are inter-related and they are the driving force to act. These needs can be understood by the manager and he can frame motivation plans accordingly.

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## **ANALYSIS OF THE INVESTMENT ACTIVITY IN UKRAINE AND WAYS OF ITS DEVELOPMENT**

Investment activity is a set of practical actions of citizens, legal entities and the state of investment realization. According to economic literature, investments are any current activity that increases the future ability of the economy to produce products.

According to one of the classifications, direct and capital investments are distinguished. Direct foreign investment is invested in the development of material production and the scope of services. Capital investment is an investment in fixed assets, in other non-current tangible assets that lead to increase in future economic benefits initially expected from the use of the object.

From 2008 to 2010 there was a decline in the volume of capital investment associated with the economic crisis (pic. 1). The dynamics of indicators in 2014 is due to a decrease in investments in Donetsk and Luhansk regions in connection with the military conflict in these regions. In 2016, capital investments amounted to 326,163.7 million UAH - 119.4% from 2015. We can observe a tendency to increase capital investment.