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та інформаційно-комунікаційних технологій

WEST UKRAINIAN NATIONAL UNIVERSITY
Bohdan Havrylyshyn Education
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СТУДЕНТСЬКОЇ КОНФЕРЕНЦІЇ

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THE MODERN PARADIGM OF FOREIGN LANGUAGE BUSINESS COMMUNICATION: ADVANCED INTERNATIONAL PRACTICES AND INTERCULTURAL INTEGRATION

April 24, 2026

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За зміст наукових праць та достовірність наведених фактологічних і статистичних матеріалів відповідальність несуть автори публікацій та їхні наукові керівники. У збірнику зберігається стилістика та орфографія авторів матеріалів.

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AREA 1. ECONOMIC SCIENCES: MANAGEMENT, MARKETING, INTERNATIONAL ECONOMICS

DIGITAL MARKETING IN MODERN BUSINESS

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Problem Statement. In the context of rapid digital transformation, businesses are increasingly shifting from traditional marketing approaches to digital strategies. The growing use of the Internet, social media, and mobile technologies has significantly changed consumer behavior and expectations. Today, customers expect personalized communication, quick responses, and convenient online services. Therefore, digital marketing becomes a critical factor in ensuring business competitiveness and sustainable development [1, p.12].

Objectives. The main objective of this research is to analyze the importance of digital marketing in modern business, identify its key tools, and evaluate their effectiveness in attracting and retaining customers.

Methods. The study is based on general scientific methods such as analysis, synthesis, comparison, and generalization. The research also includes the examination of practical examples of companies that actively use digital marketing tools, including social media platforms, search engine optimization (SEO), and online advertising.

Results. The research demonstrates that digital marketing offers numerous advantages compared to traditional marketing methods. Firstly, it allows precise targeting of audiences based on age, interests, and online behavior, which significantly increases the effectiveness of advertising campaigns [2, p.45]. For example, platforms such as Instagram and TikTok enable businesses to promote products through influencers, which increases trust and engagement among young consumers.

Secondly, digital marketing provides measurable results in real time. Companies can track website traffic, conversion rates, and customer behavior using analytical tools such as Google Analytics. This allows businesses to quickly adjust their strategies and improve performance [3, p.78].

In addition, SEO plays an important role in increasing the visibility of websites in search engines. A well-optimized website can attract organic traffic without significant financial investment, which is especially important for small businesses.

Conclusions. Digital marketing is an essential component of modern business strategy. Its ability to target specific audiences, provide measurable results, and adapt quickly to market changes makes it highly effective. The integration of digital technologies enhances customer engagement and business performance. Future research should focus on the impact of artificial intelligence, big data, and automation tools on marketing efficiency and decision-making processes.

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THE IMPACT OF GLOBALIZATION ON THE SUSTAINABLE DEVELOPMENT OF NATIONAL ECONOMIES: THE EXPERIENCE OF EU COUNTRIES

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Problem Statement. In the contemporary landscape of the 21st century, globalization remains a multidimensional phenomenon, serving as a powerful catalyst for economic growth, technological exchange, and the integration of international markets. However, the trajectory of global integration has recently encountered profound challenges. The global economy is currently in a state of flux, with overall growth projected to slow from 3.3 percent in 2024 to 3.2 percent in 2025, largely due to prolonged geopolitical uncertainty, the escalation of protectionist measures, and structural labor shifts [1]. Amidst these macroeconomic fluctuations, globalization poses severe, systemic threats to sustainable development, including the accelerated depletion of natural resources, widespread environmental degradation, and the exacerbation of socio-economic inequalities. The traditional paradigm of unregulated economic expansion often results in a "race to the bottom" regarding environmental and labor standards.

Consequently, the primary challenge for modern nation-states is to navigate their integration into the global economy without compromising their long-term ecological and social stability. In this critical context, the European Union (EU) stands as a prominent paradigm of balancing open-market globalization with rigorous, comprehensive sustainable development frameworks. The European Green Deal,

which remains the central policy blueprint for achieving climate neutrality by 2050, exemplifies this structural approach [1]. As countries like Ukraine navigate their own paths of economic integration, institutional reform, and post-war green recovery, an in-depth analysis of the EU's experience in harmonizing global economic forces with strict environmental imperatives is not only academically relevant but of paramount strategic importance.

Objectives. The central objective of this research is to investigate the dual and often contradictory impact of globalization on national economies through the lens of environmental and social sustainability, with a specific focus on the empirical experience of EU member states. To systematically unpack this complex dynamic, the study outlines the following specific tasks: To identify and critically analyze the key economic-energy mechanisms through which global integration (specifically foreign direct investment, trade openness, and capital flows) influences environmental sustainability and greenhouse gas (GHG) emissions. To evaluate the effectiveness of EU supranational policies, institutional regulations, and private sector initiatives in mitigating the negative externalities of global trade and fostering "green growth" [5, 3]. To assess the progress of European nations toward the UN Sustainable Development Goals (SDGs) and identify the core factors driving eco-innovation and sustainable competitiveness [4, 2]. To formulate strategic, evidence-based recommendations for emerging and transitioning economies based on the European best practices of regulated globalization.

Methods. To achieve these comprehensive objectives, the research employs a multidimensional and interdisciplinary analytical framework. The descriptive and historical methods are utilized to trace the evolution of the EU's sustainability strategies, from early environmental directives to the current systemic implementation of the Green Deal. The comparative-contrastive method allows for the evaluation of economic and ecological performance indicators across different EU member states, recognizing the diverse national contexts and varying degrees of global market integration within the bloc [2].

Furthermore, the study relies on a systematic synthesis of empirical data and recent institutional reports. We analyze contemporary macroeconomic projections to contextualize the current global economic slowdown [5]. To assess regulatory efficiency, the research incorporates frameworks derived from the OECD's indicators of regulatory policy and governance, focusing on the "evaluate first" principle and the systematic ex-post evaluation of environmental laws [3]. Quantitative insights are drawn from recent academic studies utilizing Eurostat data, Pearson correlations, and cluster analysis to examine the precise interdependencies between Gross Domestic Product (GDP) growth, GHG emissions, energy consumption, and investments in research and development (R&D) [2]. Finally, the progress toward specific SDGs is evaluated using the quantitative assessments provided by independent sustainable development indices [4].

Findings. The comprehensive analysis yields several critical insights into the intricate relationship between economic globalization and environmental sustainability within the EU. First, empirical data demonstrates that the impact of globalization on sustainability is heavily contingent upon the presence of robust

institutional regulation. While unregulated Foreign Direct Investment (FDI) and portfolio investments are frequently associated with elevated GHG emissions, trade openness within a regulated framework significantly mitigates these emissions by facilitating cross-border access to cleaner technologies and eco-innovations [2]. Modern statistical studies reveal a persistent but gradually weakening link between economic growth and emissions in Europe, indicating that targeted, intensive investments in R&D effectively mitigate environmental damage and decouple economic expansion from carbon intensity [2].

Second, the private sector's role is instrumental in operationalizing the EU's strategic goals. Recent reports indicate that aggregate European private sector emissions have fallen by a significant 28% since 2019 [1]. However, sustaining this positive trajectory requires overcoming deep market and regulatory fragmentation to accelerate industrial net-zero innovation [5]. This aligns directly with the necessity for advanced "better regulation" practices. Effective governance requires moving beyond superficial fixes to implement targeted, proportionate, and deeply evaluated policies that reduce unnecessary bureaucratic burdens while strictly enforcing Environmental, Social, and Governance (ESG) standards across the entire supply chain [3].

Third, despite significant structural progress, the transition to sustainability remains uneven across the continent. The recent Europe Sustainable Development Report highlights that while the EU leads globally in many ecological areas, systemic challenges persist, particularly concerning the negative spillover effects of European consumption patterns on developing nations and the ongoing need to align all financial flows with sustainability targets [2]. In a multipolar world characterized by rising geopolitical tensions, leveraging international diplomatic channels and promoting a global circular economy are essential to maintaining the EU's long-term sustainable competitiveness [4, 5].

Ultimately, the findings confirm that the European model effectively transforms the pressures of globalization into concrete drivers of "green growth." By enforcing strict ESG criteria, promoting renewable energy adoption, and fostering a secure environment conducive to technological innovation, the EU neutralizes ecological threats while capitalizing on the tangible benefits of global interconnectedness.

Conclusions. The research conclusively demonstrates that globalization and sustainable development are not inherently mutually exclusive; rather, their successful synergy is fundamentally dependent on proactive policy-making, rigorous institutional regulation, and continuous technological innovation. The European Union exemplifies that deep regional integration, coupled with robust, forward-looking environmental legislation, can effectively safeguard national economies from the adverse effects of unregulated global market forces. For transitioning economies, the European experience offers a vital, practical blueprint. To ensure that international economic integration translates into sustainable, resilient, and equitable national development, it is imperative to adopt the EU model of sophisticated institutional regulation. This involves prioritizing R&D investments to stimulate local eco-innovation, implementing transparent and evidence-based regulatory frameworks to manage foreign investments safely, and actively participating in the global

exchange of green technologies. By doing so, states can successfully transcend the traditional growth-versus-environment dichotomy and achieve true, long-lasting sustainable competitiveness in the highly complex globalized era.

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THE ROLE OF FINANCIAL MANAGEMENT IN MODERN COMPANIES

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Problem Statement. In modern companies, financial management plays a crucial role in ensuring stability, profitability and long-term development. However, many organizations face challenges such as inefficient allocation of financial resources, poor financial planning, and increased financial risks in a rapidly changing economic environment. Therefore, it is important to understand how effective financial management helps companies make better decisions, manage risks, and achieve sustainable growth.

Objectives. The main objective of this study is to analyze the role and importance of financial management in modern companies. The specific objectives are:

– to define the concept and main functions of financial management;

– to examine how financial management supports business decision-making;

– to analyze the impact of financial management on company performance and profitability.

Methods. The research is based on general scientific methods such as analysis, comparison, and synthesis. The analysis method is used to study the theoretical aspects of financial management. The comparison method helps to identify differences in financial management approaches in companies. The synthesis method allows summarizing the obtained information and drawing conclusions about the importance of financial management in modern organizations.

Financial management is one of the most important components of effective business management in modern companies. It includes the processes of planning, organizing, directing, and controlling financial resources in order to achieve the company's strategic and operational goals [1]. In a competitive and constantly changing economic environment, companies must use their financial resources efficiently to remain stable and successful. Therefore, financial management plays a crucial role in ensuring the financial sustainability and long-term growth of an organization.

One of the main functions of financial management is financial planning. Financial planning involves forecasting future financial needs, determining sources of funding, and allocating financial resources effectively [2]. Companies prepare financial plans and budgets to manage their income and expenses and to ensure that sufficient funds are available for business operations. Proper financial planning allows companies to avoid financial shortages, reduce uncertainty, and achieve better control over their financial activities.

Another important area of financial management is investment management. Companies often face decisions about where and how to invest their financial resources. Financial managers analyze different investment projects and evaluate their potential profitability and risks. Tools such as cost-benefit analysis, return on investment, and capital budgeting methods are used to determine whether an investment is beneficial. Effective investment management companies increase their helps profits, expand their operations, introduce innovations, and strengthen their position in the market [4].

Risk management is also a key element of financial management. Modern companies operate in conditions of economic instability, market competition, and global financial changes. These factors create various financial risks, such as market risk, credit risk, liquidity risk, and operational risk. Financial managers must identify potential risks, assess their impact, and develop strategies to minimize possible financial losses [3]. For example, companies may diversify their investments, use insurance, or apply financial hedging techniques to manage risks.

Another important function of financial management is working capital management. Working capital refers to the funds that a company uses for its daily operations, such as paying salaries, purchasing raw materials, and covering other short-term expenses. Efficient management of working capital ensures that the company has enough liquidity to meet its short-term obligations. It also helps maintain smooth business operations and avoid financial difficulties.

In addition, financial management includes financial analysis and performance control. Financial managers regularly analyze financial statements such as the balance sheet, income statement, and cash flow statement. By using financial ratios and other analytical tools, they evaluate the company's profitability, liquidity, efficiency, and financial stability. This analysis provides valuable information that helps managers make informed and effective decisions regarding business development and financial strategy.

Results. Financial management supports strategic decision-making in companies. Managers use financial information to decide whether to expand the business, enter new markets, invest in new technologies, or reduce costs. Accurate financial data and analysis allow companies to choose the most effective strategies for growth and development.

Conclusions. In conclusion, financial management plays a crucial role in the successful functioning and development of modern companies. It helps organizations plan and control their financial resources, make effective investment decisions, and manage financial risks. Through proper financial planning, analysis, and control, companies can improve their financial stability and achieve their strategic goals. In today's dynamic economic environment, companies must pay special attention to financial management in order to adapt to changes and ensure long-term success. Therefore, financial management is an essential element of modern business and an important factor in achieving economic efficiency and stability.

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DIGITALIZATION OF PUBLIC FINANCE MANAGEMENT IN UKRAINE

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Problem Statement. At the current stage of Ukraine's development, state-level priorities emphasize the implementation of structural economic reforms and the acceleration of socio-economic growth. A key component of this transformation is the transition to a resource-efficient economy, which is unattainable without a well-functioning public finance management (PFM) system. The effectiveness, transparency, and accountability of PFM institutions are therefore critical preconditions for sustainable national development [3].

Objectives. This study aims to analyze the role of digital technologies in modernizing public finance management in Ukraine. Particular attention is paid to the implementation of electronic platforms, automated budget management systems, digital registers, and analytical tools based on artificial intelligence and big data. The research draws on a wide range of sources, including academic literature in economics and public administration, official governmental strategies on digital transformation, and analytical reports from international organizations such as the World Bank. In addition, practical insights are derived from the functioning of national digital instruments, including e-budget systems, e-data platforms, and the Unified Web Portal for the Use of Public Funds, which ensures open access to financial information and strengthens public oversight.

Methods. The study employs a qualitative analytical approach, focusing on policy analysis and document review. Special consideration is given to the Strategy for Reforming the Public Finance Management System for 2022–2025, which outlines key reform priorities. Two principal directions are examined: (1) strengthening state and independent external financial control, and (2) enhancing transparency and accountability through the integration of digital technologies [2, 4].

The first direction involves improving internal audit mechanisms, monitoring budget program implementation, and applying risk management tools. Strengthened financial control facilitates the timely identification of inefficiencies and irregularities in the use of public funds. Independent external oversight, conducted by authorized institutions, ensures objective evaluation of government financial activities and contributes to reducing corruption risks.

The second direction focuses on the digitalization of budget processes, promoting openness and enabling effective public and institutional oversight.

Results. The findings demonstrate that the integration of digital platforms significantly enhances transparency in public finance management. Open access to

data on public expenditures, procurement, and budget planning reduces opportunities for misuse of funds and increases public trust in government institutions. Furthermore, digital tools enable the automation of reporting, monitoring, and analytical processes, improving the accuracy and timeliness of decision-making. As a result, digitalization serves as a key driver in establishing an efficient, transparent, and accountable PFM system.

Conclusions. Digital transformation is a crucial factor in the modernization of Ukraine's public finance management system. It contributes to greater transparency, improved accountability, and more efficient allocation of budget resources. The implementation of reform priorities outlined in the 2022–2025 Strategy—particularly the strengthening of financial control and the expansion of digital tools—plays a decisive role in this process. Ultimately, digitalization not only optimizes financial governance but also fosters public trust and aligns Ukraine's PFM system with contemporary international standards.

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POST-CONTRACTUAL OPPORTUNISM: CAUSES AND CONCEPT

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Problem Statement. In modern economic relations, contracts are considered a fundamental tool for regulating interactions between parties [1-3]. However, even after a contract is signed, there is a risk that one of the parties may behave opportunistically. Post-contractual opportunism refers to situations where one party exploits incomplete contract terms or information asymmetry for personal gain after the agreement has been concluded. This issue becomes especially relevant in conditions of uncertainty, imperfect information, and weak enforcement mechanisms. Understanding the causes and nature of post-contractual opportunism is crucial for improving contract design and ensuring fair economic interactions.

Objectives. The main objective of this study is to provide a comprehensive analysis of the concept of post-contractual opportunism within the framework of institutional economics and contract theory. The research aims to clarify the economic essence and characteristics of opportunistic behavior that arises after the signing of contracts.

In addition, the study seeks to identify and systematize the key causes and preconditions that contribute to post-contractual opportunism, such as information asymmetry, bounded rationality, uncertainty, and asset specificity. Special attention is given to understanding how these factors interact and reinforce opportunistic incentives in real economic environments.

Another important objective is to examine the consequences of such behavior for economic efficiency, transaction costs, and trust between contracting parties. The study also aims to explore practical approaches and mechanisms that can reduce the likelihood of opportunism, including improved contract design, monitoring systems, and institutional support.

Methods. The methodological basis of this research includes a combination of general scientific and specialized economic methods. The study applies analysis and synthesis to examine the theoretical foundations of post-contractual opportunism and to integrate various academic perspectives into a coherent framework.

The comparative method is used to evaluate different approaches within institutional economics and contract theory, particularly in relation to transaction costs and behavioral assumptions. The research also employs generalization and abstraction to identify common patterns and essential features of opportunistic behavior across different economic contexts.

Furthermore, elements of system analysis are applied to understand the relationships between contract participants, institutional constraints, and

environmental factors that influence opportunism. The study is based on a review and critical evaluation of scientific literature, including works by leading economists in the field of institutional theory.

Such a methodological approach allows for a deeper understanding of both the theoretical and practical aspects of post-contractual opportunism and ensures the reliability of the conclusions drawn.

Results. Post-contractual opportunism is a form of self-interested behavior with guile that occurs after the conclusion of a contract. It arises due to several key factors:

1. Information Asymmetry – One party may possess more information than the other, allowing them to manipulate outcomes in their favor.
2. Incomplete Contracts – It is impossible to foresee and specify all future contingencies in a contract, which creates loopholes for opportunistic behavior.
3. Asset Specificity – When one party invests in specific assets that cannot be easily redeployed, they become vulnerable to opportunistic actions by the other party.
4. Uncertainty and Complexity – Dynamic environments increase the likelihood that contract terms will become outdated or insufficient.
5. Weak Enforcement Mechanisms – Lack of effective legal systems or monitoring increases the chances of opportunistic behavior going unpunished.

Post-contractual opportunism can manifest in various forms, such as shirking responsibilities, renegotiating terms unfairly, withholding information, or exploiting contractual ambiguities. These actions lead to increased transaction costs, reduced trust, and inefficiencies in economic relationships.

To mitigate opportunism, several strategies can be applied:

– Designing more detailed and flexible contracts
– Implementing monitoring and control mechanisms
– Building long-term relationships based on trust
– Using reputation systems and incentives
– Strengthening legal and institutional frameworks

Conclusions. Post-contractual opportunism is a significant challenge in economic relations that arises due to incomplete contracts, information asymmetry, and institutional weaknesses. It negatively affects efficiency, trust, and cooperation between parties. Understanding its causes allows for the development of mechanisms to reduce opportunistic behavior. Effective contract design, stronger institutions, and trust-building measures are essential for minimizing risks and ensuring stable economic interactions.

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CYBERSPORT IN INTERNATIONAL TOURISM INDUSTRY

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Problem Statement. The rapid global expansion of cybersport (esports) has created new forms of international mobility and event-based tourism; however, its role within the international tourism industry remains insufficiently systematized and theoretically grounded.

Traditional tourism models do not fully account for digitally driven travel motivations, virtual–physical hybrid events, and esports-related tourist behavior. The lack of integrated analytical frameworks limits the ability of destinations and policymakers to effectively leverage cybersport as a sustainable tourism resource.

Objectives.

1) to analyze the impact of cybersport on the international tourism industry.
2) to identify key mechanisms through which esports events stimulate cross-border tourism.
3) to assess the potential of cybersport as a strategic tool for destination development and international branding.

Methods. The research is based on a qualitative and analytical approach, including comparative analysis of international esports events, review of academic literature and industry reports, and synthesis of tourism and digital economy theories. Case studies of major global esports tournaments are used to examine their economic, social, and tourism-related effects on host destinations.

Importantly, the research is also supported by empirical insights derived from the author's personal field experience, specifically participation in Intel Extreme Masters Kraków 2026. This firsthand observation provides valuable qualitative data, including insights into attendee behavior, event organization and infrastructure. Such an approach enriches the study by combining theoretical analysis with real-world observation.

Overall, the integration of comparative analysis, literature review, theoretical synthesis, case studies, and personal observation ensures a holistic and well-grounded understanding of esports as an emerging driver of international tourism.

Results. The findings demonstrate that cybersport significantly contributes to international tourism by attracting global audiences, increasing tourist arrivals, and generating demand for hospitality and related services. Esports events enhance destination visibility, support tourism diversification, and reduce seasonality. Additionally, cybersport fosters the development of innovative tourism products and strengthens the integration of digital technologies into tourism experiences.

The findings of this research demonstrate that cybersport plays an increasingly significant role in the development of international tourism. In particular, large-scale esports events attract a diverse and global audience, which leads to a measurable increase in tourist arrivals to host destinations. Visitors include not only professional players and teams, but also fans, media representatives, sponsors, and industry stakeholders, all of whom contribute to the growth of tourist trafic.

As a result, esports events generate substantial demand for hospitality services, including accommodation, food and beverage, transportation, and entertainment. Local businesses benefit from increased consumption, while destinations experience short-term economic boosts alongside potential long-term gains [1].

Furthermore, esports significantly enhances destination visibility and international image. Hosting globally recognized tournaments allows cities and countries to position themselves as modern, innovative, and technologically advanced destinations. This contributes to place branding and strengthens their competitiveness in the global tourism market.

Another important finding is that esports supports tourism diversification. Unlike traditional forms of tourism, esports appeals particularly to younger, digitally engaged audiences, thereby expanding the target market of destinations. It also introduces new forms of travel motivation linked to digital culture and entertainment.

In addition, esports events help to reduce tourism seasonality. Since tournaments can be organized throughout the year and are not dependent on climatic conditions, they create tourist flows during off-peak periods. This ensures a more balanced distribution of tourist activity and helps stabilize local economies.

The research also highlights that cybersport fosters the development of innovative tourism products. These include esports-themed tours, fanzone and hybrid experiences that combine physical attendance with digital engagement. Such products reflect the growing convergence between tourism and the digital economy.

Finally, esports contributes to the integration of digital technologies into tourism experiences, including live streaming, virtual participation, augmented reality (AR). This transformation enhances visitor engagement and redefines how tourists interact with destinations [2].

Conclusons. Cybersport represents a transformative factor in the international tourism industry, expanding the boundaries of event tourism and redefining tourist motivation in the digital age. Strategic integration of esports into tourism policies can enhance destination competitiveness and economic resilience. Further research is recommended to develop standardized measurement tools and long-term sustainability models for esports-driven tourism.

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THE ADAPTIVE POTENTIAL OF INTENSIVE APPLE ORCHARDS UNDER THE INFLUENCE OF BIOSTIMULANTS IN THE CONTEXT OF CURRENT CLIMATE CHANGE

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Problem Statement. The development of modern fruit growing in Ukraine and in developed countries is characterized by the active adoption of advanced technologies that involve planting trees very densely on special dwarf rootstocks. In our view, the described method of apple cultivation ensures high yields as early as the second or third year after planting; however, it simultaneously makes the plants highly dependent on external conditions. Since dwarf trees have a small root system that lies directly near the soil surface, they are much more susceptible to moisture deficiency or overheating of the topsoil during summer heatwaves. We believe that climate change, manifested in frequent spring frosts and prolonged droughts, creates significant obstacles to the stable work of orchardists. Therefore, the search for effective methods to help fruit trees better withstand such challenging periods has become a highly relevant task for modern agronomic science. Based on the above, we believe that the use of biostimulants – special substances of natural origin – is one of the most effective tools for protecting orchards from weather and climate fluctuations. The issue of increasing the resilience of intensive orchards is central to ensuring food security and the financial and economic stability of farms.

Objectives. The aim of our study is to examine and synthesize existing scientific information on how the use of biostimulants helps apple trees adapt to adverse weather conditions while maintaining high yields and the necessary fruit quality. To achieve this goal, it is advisable to analyze recent publications by domestic and foreign scientists, study the mechanisms by which biostimulants affect the physiological state of trees, and systematize information on the practical benefits of their use in commercial orchards.

Methods. The study utilized methods of analyzing and synthesizing scientific sources devoted to the use of biostimulants in modern fruit growing.

A review of the scientific literature shows that this issue is being actively researched by scientists both abroad and in Ukraine, as global warming is having a widespread negative impact on agriculture. In particular, foreign scientists P. Brown and S. Saa, P. Calvo, L. Nelson and J. Kloepper, as well as G. Colla and Y. Rouphael have described in detail how biostimulants help plants absorb nutrients much more effectively and independently cope with the effects of stress [4; 5; 6]. In our view, the results of the scientific research by H. Albasri, A. Mawad, and E. Aldaby are valuable, as they substantiated the effectiveness of using microbial biostimulants to

enhance the resistance of fruit trees to adverse environmental factors, since these preparations activate physiological processes and improve the uptake of nutrients from the soil [3]. Among Ukrainian scientists, O. V. Melnyk has made a significant contribution to the study of apple tree cultivation technologies; in his works, he analyzes the development of modern horticulture and the trees' need for balanced nutrition [2]. It is also worth highlighting the scientific achievements of T. E. Kondratenko, who devoted many years to studying the biological characteristics of various apple varieties under Ukrainian conditions and their ability to adapt to the environment [1]. Since domestic orchards have their own regional characteristics related to soil types and the onset of cold weather, the experience of these scientists serves as the foundation for our research.

An analysis of existing scientific data suggests that biostimulants act as active boosters for plant immunity. Unlike conventional mineral fertilizers, they do not merely nourish the tree but stimulate its own cells to function much more actively in challenging conditions. Since spring frosts often destroy the blossoms and young fruit buds of apple trees, the use of seaweed-based products becomes highly beneficial. Consequently, special protective substances accumulate in the fruit tree's cells, preventing the water inside the tissues from freezing and damaging the cell membranes. Since intensive orchards typically grow in open areas, they are exposed to excessive sunlight. We believe that under such stressful climatic conditions, it is crucial for plants to utilize photosynthetically active radiation (PAR) as efficiently as possible. When a tree receives a high-quality biostimulant, it produces a greater amount of the green pigment chlorophyll. Thanks to this, the leaves remain intact and continue to perform their functions even in intense heat, rather than wilting under the sun's rays.

In our opinion, it is important to understand exactly how biostimulants affect the internal processes within the apple tree. For example, these stimulants regulate the levels of natural hormones, particularly abscisic acid (ABA). This compound helps the tree conserve moisture by closing the tiny pores in the leaves in a timely manner during strong winds or drought. In addition, plant growth-promoting rhizobacteria (PGPR) provide significant benefits. They live near the roots and help the apple tree absorb water and minerals from deep within the soil much more effectively. In our opinion, this is particularly important for trees grafted onto the M.9 rootstock, which has a weak root system and requires constant monitoring by agronomists. Thus, the combination of proper irrigation and timely application of growth stimulants provides reliable protection for the entire orchard.

Results. Based on the analysis conducted, it has been established that biostimulants significantly enhance the adaptive capacity of intensive apple orchards. In particular, the use of amino acid complexes and algae extracts makes it possible to reduce frost-related crop losses by 15–20%. Since these preparations activate metabolism, apple trees recover much faster from damage caused by hail or pests. In our opinion, the use of calcium-based stimulants in combination with organic additives improves the structure of the fruit peel. This is because calcium moves very slowly through the tree's tissues on its own, while biostimulants help it reach the apples more quickly – where it is most needed to strengthen cell walls. As a result,

we not only achieve a higher yield but also produce fruit that stores better in refrigerators and retains its marketable appearance.

Conclusions. Thus, a critical review of the scientific literature confirms that biostimulants are an essential component of modern fruit growing. After all, they can significantly reduce the risk of low yields caused by adverse climatic conditions and inclement weather, which is particularly relevant for small farms in Ukraine. We believe that future research should focus more on how specific popular apple varieties respond to different types of biological products. Given that climatic conditions change every year, the development of precise practical recommendations for orchardists and agronomists remains an open question. Therefore, the approach we have described will help make Ukrainian orchards more resilient to the vagaries of nature, ensuring high yields and stable profits from the sale of fruit products.

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THE IMPACT OF ECONOMIC CONDITIONS ON THE ACHIEVEMENT OF SUSTAINABLE DEVELOPMENT GOALS

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Problem Statement. In today's world, achieving the Sustainable Development Goals is a global priority; however, this process is impossible without taking the economic foundation into account. The main challenge lies in the direct correlation between a country's level of economic stability and its ability to implement environmental and social reforms. Financial constraints, social inequality, and the

consequences of global crises create barriers that prevent countries, especially developing ones, from transitioning from short-term gains to long-term sustainability [1-3]. Thus, there is a need for a detailed analysis of the economic sectors that directly hinder or promote sustainable development.

Objectives. The aim of this study is to examine the impact of economic conditions on the process of achieving the Sustainable Development Goals. In particular, it analyzes the role of financial investments, technological progress, and international cooperation as key drivers of change, and identifies disruptive factors - such as economic crises and socioeconomic inequality - that hinder progress in this area.

Methods. The analysis employed a comprehensive approach based on a descriptive method for examining economic indicators and a systematic analysis of the three components of sustainable development (economic, environmental, and social). A comparative method was also applied to assess the capabilities of developed countries and low-income countries, as well as a generalization method to study the impact of external shocks (such as the COVID-19 pandemic) on the progress toward achieving the Sustainable Development Goals.

Results. The study found that economic conditions are a determining factor in the achievement of the Sustainable Development Goals, as they form the resource base for systemic transformations in the country. The analysis revealed that financial stability and active investment attraction are directly correlated with progress in the areas of health and the environment, while economic crises and social inequality act as critical barriers that shift government priorities toward short-term survival. Furthermore, it was found that a country's level of technological development determines its ability to implement innovations in renewable energy, and the transition to a model of "green" inclusive growth is the only way to resolve the conflict between economic profit and environmental conservation. International cooperation also plays a crucial role, as it enables countries with limited resources to adapt more effectively to global sustainable development standards through technology transfer and joint trade agreements.

Conclusions. Economic stability is the foundation upon which social justice and environmental security are built. The success of the Sustainable Development Goals depends on countries' ability to balance the pursuit of economic growth with the principles of long-term sustainability. To bridge the gap between countries with different income levels, international cooperation, technology exchange, and financial support for weaker economies are critical, as they will help transform global challenges into opportunities for shared development.

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THE ROLE OF SOCIAL MEDIA IN BUSINESS DEVELOPMENT

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Problem Statement. Today, social media is very popular and widely used in everyday life. It is also an important tool for business. Many companies use platforms like Instagram, Facebook, and TikTok to communicate with customers and promote their products. This topic is particularly relevant due to the ongoing digitalization of the global economy and the increasing shift of businesses to online environments. Understanding the role of social media in business development is essential for maintaining competitiveness and ensuring sustainable growth.

Objectives. The purpose of this study is to explore how social media influences business development. It also aims to examine the benefits that entrepreneurs receive from using social platforms and to understand their impact on customer engagement.

Methods. The research uses basic scientific methods, including analysis and comparison. Different types of social media platforms are considered in order to evaluate their role in business processes.

Results. Social media helps businesses find new customers and increase sales. It is especially useful for small businesses because it does not require a lot of money.

The findings indicate that social media significantly enhances business opportunities by enabling companies to reach broader audiences and attract new customers. It is especially beneficial for small businesses due to its relatively low cost and accessibility [1-3]. Through the use of visual and interactive content—such as photos, videos, stories, and live streams—companies can effectively promote their products and services. Furthermore, direct communication with customers via comments, messages, and feedback mechanisms allows businesses to better understand consumer preferences and improve service quality. Platforms like Instagram and TikTok demonstrate particularly high engagement rates, making them highly effective tools for digital promotion and brand positioning.

Conclusions. In conclusion, social media is a powerful tool for business development. The strategic use of social media allows companies to remain competitive in a rapidly changing digital landscape. Given current trends, the role of social media in entrepreneurship is expected to grow further, requiring businesses to continuously adapt and innovate in their marketing approaches. Active use of social platforms increases business visibility and customer loyalty. In the future, social media will continue to play an increasingly important role in entrepreneurship.

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SUSTAINABLE DEVELOPMENT GOALS IN ENTREPRENEURSHIP

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Problem Statement. In the context of modern global economic, social, and environmental challenges, the integration of Sustainable Development Goals (SDGs) into business activities is becoming increasingly important. Entrepreneurship has traditionally been profit-oriented; however, this is no longer sufficient to ensure long-term competitiveness. The main problem lies in the insufficient level of SDG implementation in business practices, especially in countries with transition economies, including Ukraine [1-2]. Many enterprises lack clear mechanisms for integrating sustainable development into their strategies, which limits their contribution to solving global problems.

Objectives. The purpose of the study is to analyze the role of entrepreneurship in achieving the Sustainable Development Goals and to determine the directions for their effective integration into business processes. The main objectives are: to reveal the essence of the Sustainable Development Goals in the context of entrepreneurship; to examine the impact of entrepreneurial activity on achieving the SDGs; to identify key problems and barriers to the implementation of SDGs in business; and to outline the prospects for the development of sustainable entrepreneurship.

Methods. The study employs the following methods: analysis of scientific sources to generalize theoretical approaches to sustainable entrepreneurship; comparative analysis to assess the role of entrepreneurship in different countries; and a systemic approach to consider entrepreneurship as an element of achieving the SDGs. Sustainable entrepreneurship is viewed as an activity that combines economic efficiency with social responsibility and environmental sustainability. It is based on the 17 global goals adopted by the United Nations, which cover economic, social, and environmental development. Research shows that entrepreneurship is an important tool for implementing the SDGs, as it promotes innovation, job creation, and the development of partnerships.

Results. The study found that entrepreneurship plays a key role in achieving the Sustainable Development Goals, particularly in the areas of innovation, infrastructure, and social equality. The greatest impact is observed in opportunity-

driven entrepreneurship, which positively influences economic, social, and environmental aspects of development. There is also an uneven level of business participation in achieving different SDGs: some goals are implemented more actively, while others remain overlooked by entrepreneurs. In Ukraine, the main barriers include institutional constraints, lack of financing, and a low level of SDG integration into corporate strategies.

Conclusions. Thus, entrepreneurship is an important factor in achieving the Sustainable Development Goals, as it provides innovative solutions to global challenges. However, effective implementation of the SDGs requires the integration of sustainable development principles into business strategies, strengthening cooperation between the state, business, and society, developing institutional support for entrepreneurship, and increasing entrepreneurs' awareness of the SDGs. In the long term, the development of sustainable entrepreneurship can become a foundation for economic growth and the recovery of Ukraine's economy.

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STRATEGIC OPTIMIZATION OF AGRI-FOOD SUPPLY CHAINS THROUGH ECO-LOGISTICS: PATHWAYS TO REGIONAL SUSTAINABILITY

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Problem Statement. Rural and territorial communities are at the heart of Europe's sustainable transformation. They face multiple challenges such as population decline, limited access to markets, and environmental degradation. Logistics — the organization of transport, storage, and distribution — is a crucial but often overlooked factor influencing both the economy and the environment of these communities. Eco-logistics, or sustainable logistics, integrates environmental

principles into logistics systems by reducing emissions, energy use, and waste generation. This approach is particularly relevant for agriculture, where transport and packaging significantly affect both the cost of products and the ecological footprint of production. Implementing eco-logistics solutions can therefore become an important driver of sustainable territorial development. The European Union has set ambitious goals for the decarbonization of transport and agriculture, as reflected in the European Green Deal and the EU Agricultural Outlook 2023–2035 [2]. In Greece, agriculture remains a vital sector, and the logistics industry plays an essential role in ensuring the competitiveness of agri-food products.

Research Objectives. The primary objective of this research is to explore the role of eco-logistics in promoting the sustainable development of territorial communities. The specific tasks include: 1) identifying environmentally friendly logistics practices in agriculture that help reduce emissions and optimize resources; 2) analyzing European and Greek experiences in implementing sustainable supply chain management; 3) outlining practical steps and policy recommendations for introducing eco-logistics into rural territories.

Methods. The study employs a descriptive and analytical framework based on the review of current eco-logistics practices in the European and Greek contexts. We analyzed institutional reports, sector analyses, and academic research to map agricultural production and existing logistics routes. A diagnostic approach was used to evaluate transport flows, resource use, and the potential for digital tool integration at the community level. The research also incorporated findings from the Agricultural University of Athens regarding sustainable supply chain management [1].

Findings. The analysis reveals that eco-logistics involves several interconnected components that enhance sustainability at the community level. Key elements include efficient transport systems (optimizing routes, using alternative fuels), local aggregation hubs for small producers, digital tools for planning, and sustainable packaging . Studies show that improved logistics coordination, digitalization, and cooperative models can significantly reduce environmental impact and logistics costs [4, 6]. Practical implementation should begin with pilot projects through cooperation between local governments, universities, and producer associations. In the Greek context, eco-logistics can be especially beneficial in agricultural regions such as Thessaly, Crete, and the Peloponnese. Implementing sustainable logistics solutions here creates new employment opportunities and supports rural resilience. The environmental and economic benefits include the reduction of CO_2 emissions, lower transport costs, decreased food waste, and improved access to urban markets for small producers . However, small producers often lack financial resources and technical expertise. To overcome these barriers, it is crucial to enhance technical competence [6], encourage public-private partnerships [1], and introduce well-structured incentives under EU and national rural development programs [2, 3] .

Conclusions. Eco-logistics represents a practical and interdisciplinary tool for achieving sustainable development in territorial communities. By optimizing transport, reducing waste, and promoting cooperation between producers, logistics companies, and local authorities, it strengthens both the economy and the environment. In Greece and across Europe, eco-logistics can transform rural

territories into models of green transition. A coordinated effort that combines education, investment, and policy incentives will make the transition toward sustainable logistics in rural areas not only achievable but also beneficial for long-term regional development [5]. Implementing eco-logistics on a wider scale will contribute to environmental protection, rural employment, and the competitiveness of local economies.

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AREA 2. LAW AND STATE FORMATION

MAIN STAGES OF THE DEVELOPMENT OF NATIONAL CONSTITUTIONALISM

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Problem Statement. The central problem of this research lies in the historical gap between the advanced legal ideas that emerged on Ukrainian territory and the real conditions that hindered their implementation. Despite the existence of progressive legal documents, such as the Constitution of Pylyp Orlyk (1710), Ukraine for centuries remained under foreign domination and experienced political instability. These factors prevented the consistent development of constitutional governance. Therefore, it is necessary to analyze how these early legal traditions influenced the formation of Ukraine's modern constitutional system and national identity. The relevance of this study is also determined by the contemporary challenges Ukraine faces in strengthening democracy and the rule of law.

Objectives. The main objective of this research is to systematize and analyze the key stages of Ukrainian constitutional development from the medieval period to the present. Particular attention is given to identifying the continuity of legal ideas throughout history. Another important goal is to evaluate the legal significance of foundational documents such as "Ruska Pravda" and the Constitution of Pylyp Orlyk within the broader context of European constitutional traditions. Additionally, the study seeks to demonstrate how these historical experiences contributed to the adoption of the 1996 Constitution of Ukraine.

Methods. The research is based on several methodological approaches. The historical-legal method is used to trace the evolution of constitutional ideas and institutions in Ukraine across different periods. The comparative method allows for the analysis of Ukrainian legal acts in relation to European and international standards of constitutionalism. Furthermore, the systemic approach is applied to understand the Constitution of 1996 as a result of long-term political and legal development. These methods together ensure a comprehensive and objective analysis of the topic.

Constitutionalism is a complex legal and political concept that reflects the relationship between the state and the individual. It is not limited to the existence of a formal constitution; rather, it embodies the idea that state power must be restricted by law in order to guarantee human rights and freedoms. For Ukraine, the path to

constitutionalism has been long, difficult, and multifaceted. It spans from the early legal traditions of Kyivan Rus to the establishment of a modern independent state at the end of the 20th century. Understanding this historical evolution is essential for evaluating Ukraine's current legal system and its future development.

Constitutionalism is based on several fundamental principles. Among them are the rule of law, the separation of powers, and popular sovereignty. The rule of law ensures that all individuals and institutions, including the government, are subject to legal norms. The separation of powers divides authority among legislative, executive, and judicial branches, preventing the concentration of power. Popular sovereignty emphasizes that the ultimate source of power lies with the people. These principles form the foundation of democratic governance and are essential for protecting human rights.

The origins of Ukrainian legal traditions can be traced back to Kyivan Rus. One of the most significant legal documents of that period is "Ruska Pravda," created in the 11th century. Although it cannot be considered a constitution in the modern sense, it played a crucial role in establishing legal order. It regulated social relations, protected property rights, and introduced the concept of legal responsibility. Importantly, it demonstrated that power should operate within a defined legal framework. This idea became a key element in the later development of constitutionalism.

Constitutionalism serves as a foundation for political stability and social order. It creates predictable "rules of the game," which are essential for the functioning of a democratic society. By limiting state power, constitutionalism prevents authoritarianism and ensures accountability.

In the 17th and 18th centuries, the Cossack state, known as the Hetmanate, developed a unique form of governance. It combined elements of military organization with democratic traditions. The Hetman, as the head of state, was elected, which distinguished the system from hereditary monarchies in Europe. One of the defining features of the Cossack system was the limitation of power. The Hetman was not an absolute ruler; his authority was restricted by councils and agreements. Additionally, local self-government was widely practiced, particularly in cities that operated under Magdeburg Law. A landmark in the history of Ukrainian constitutionalism is the Constitution of Pylyp Orlyk. This document is often regarded as one of the first democratic constitutions in Europe. It established a clear division of powers between the executive, legislative, and judicial branches. The period of 1917–1921 was marked by significant political changes and constitutional efforts. During the Soviet era, several constitutions were adopted (1919, 1929, 1937, 1978). As a result, constitutional norms served primarily as a formal declaration rather than an effective mechanism of governance. The adoption of the Constitution on June 28, 1996, marked a turning point in Ukraine's history. It established Ukraine as a sovereign, independent, democratic, and legal state.

Results. The analysis shows that Ukrainian constitutionalism has deep historical roots and is closely connected to European legal traditions. Throughout different historical periods, there were consistent efforts to limit state power, ensure accountability, and protect individual rights. The Constitution of 1996 can be seen as

the culmination of these long-term developments rather than an isolated event. It reflects the continuity of legal ideas and the aspiration for democratic governance.

Conclusion. The history of Ukrainian constitutionalism is a story of continuous struggle for freedom, justice, and the rule of law. From the early legal norms of "Ruska Pravda" to the modern Constitution, each stage contributed to the formation of a national legal identity. Despite numerous challenges, Ukraine has preserved its commitment to democratic values. Today, the protection and development of constitutional principles remain crucial for the country's future, particularly in the context of European integration and global challenges.

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LAW AND STATE FORMATION

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Problem Statement. The formation of the state and the emergence of law are closely interconnected historical and social processes. Throughout human history, societies have required mechanisms to regulate behavior, resolve conflicts, and maintain social order. Before the appearance of formal state institutions, social relations were governed mainly by customs, traditions, and moral norms. However, as societies became more complex, these informal rules were no longer sufficient to regulate public life effectively. This led to the emergence of organized political authority — the state — which institutionalized legal norms and ensured their implementation through formal structures of power.

Objectives. The main objective of this research is to examine the relationship between law and the process of state formation. The study aims to analyze theoretical

approaches explaining the origin of law and the state, identify the role of legal norms in the establishment of political authority, and determine how law contributes to the organization and stability of state institutions.

Methods. The research is based on several scientific methods commonly used in legal studies. The historical method is applied to analyze the development of social regulation and the emergence of early state institutions in different historical periods. The comparative method allows the evaluation of various theories regarding the origin of law and the state, including natural law theory, historical theory, and sociological approaches. The systemic method is used to examine law and the state as elements of a unified social and political system.

Results. The research indicates that the development of law and the formation of the state occurred simultaneously and were mutually reinforcing processes. In early societies, social order was maintained primarily through customs and unwritten norms that reflected the collective experience of the community. As societies grew in size and complexity, these customary norms gradually evolved into formal legal rules supported by organized authority.

Conclusions. Law is one of the fundamental foundations of state formation and development. It provides the framework for organizing political authority, regulating social relations, and ensuring justice within society. Understanding the historical interaction between law and the state helps explain the functioning of modern political systems and highlights the importance of the rule of law in democratic governance.

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FUNCTIONS OF THE PROSECUTOR'S OFFICE

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Problem Statement. The prosecutor's office holds a distinctive position within the framework of Ukraine's state authorities. It is entrusted with the vital mission of safeguarding the fundamental rights and liberties of individuals, as well as protecting

the interests of both society and the state, by exercising a range of critical functions within the criminal justice system and beyond. In the wake of comprehensive constitutional and legislative reforms, the prosecutor's role has undergone a profound transformation: the traditional "general supervision" has been abolished, shifting the primary focus toward procedural responsibilities. Nevertheless, the challenge of ensuring the efficient exercise of prosecutorial powers remains highly pertinent. Without a profound understanding of these core functions, it is impossible to ensure the effective operation of the entire criminal justice apparatus or the maintenance of the rule of law in general.

Objectives. The primary aim of this research is to provide a comprehensive analysis of the functions performed by the prosecutor's office in contemporary Ukraine. The study intends to explore the legal foundations of these duties, define their specific content and unique characteristics, and illustrate the significance of each function in upholding the rights of citizens and the strategic interests of the state.

Methods. This study is grounded in the traditional methodologies of legal science. The normative-legal method is applied to examine the statutory provisions of the Constitution of Ukraine, the Law of Ukraine "On the Prosecutor's Office," and the Criminal Procedure Code of Ukraine. The comparative method allows for a critical assessment of current regulations in contrast with previous legislative periods. Furthermore, the systemic method is utilized to analyze the functions of the prosecutor's office as integrated, mutually reinforcing components of a unified mechanism designed to protect the rule of law.

Results. Scholarly discourse emphasizes that the functions of the prosecutor's office do not constitute a disjointed array of powers, but rather form a structured system enshrined at both the constitutional and legislative levels. Article 131-1 of the Constitution of Ukraine explicitly stipulates that the prosecutor's office is responsible for organizing and maintaining public prosecution in court, providing procedural leadership and organization of pre-trial investigations, and performing additional duties as prescribed by law.

The Law of Ukraine "On the Prosecutor's Office" (dated October 14, 2014) and various articles of the Criminal Procedure Code (notably Articles 36 and 37) further elaborate on these mandates. The core functions include:

– The maintenance of public prosecution during judicial proceedings;
– The organization and procedural oversight of pre-trial investigations and the resolution of legal issues throughout criminal proceedings;
– The representation of state interests in court within the specific parameters defined by legislation;
– Supervision of legal compliance during the enforcement of judicial decisions in criminal cases and the application of other measures of a coercive nature.

These functions are intrinsically linked and designed to maintain an equitable balance between the rights of the individual, the needs of society, and the priorities of the state. Refined legal regulations have significantly increased the transparency of prosecutorial activities, bringing them into alignment with established European standards.

Conclusions. In my assessment, the functions of the prosecutor's office represent the fundamental mechanism for upholding the rule of law in Ukraine. They empower the prosecutor to act not merely as a representative of the accusation, but as a crucial guarantor of legality throughout every phase of the criminal process. Historical shifts and legislative updates have demonstrated that a precise definition of these functions is indispensable for the construction of a modern, democratic justice system. The thorough comprehension and proper execution of these prosecutorial functions remain a vital prerequisite for the continued advancement of Ukraine's legal framework and the robust protection of the rights and freedoms of its people.

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IMPEACHMENT OF THE PRESIDENT OF UKRAINE: ORDER AND FEATURES OF THE CONSTITUTIONAL PROCEDURE

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Problem Statement. The institution of impeachment is a vital means of ensuring the constitutional responsibility of the head of state, designed to prevent the abuse of power and guarantee the accountability of high-ranking officials. However, the Ukrainian model of impeachment, in its current legislative form, is practically impossible to implement. The inability to utilize a functional constitutional mechanism to remove a president from power creates severe risks of political destabilization, forcing society to resort to radical methods of protecting the constitutional order, as clearly demonstrated by the 2014 Revolution of Dignity.

Objectives. The aim of the work is a comprehensive analysis of the normative-legal regulation, grounds, and sequential stages of the implementation of the impeachment procedure in Ukraine.

Methods. The study utilizes a comprehensive analysis of normative-legal acts

and theoretical scientific works, alongside a comparative-legal analysis to identify general patterns and specific functional implementations of impeachment across different democratic legal systems.

The work provides an in-depth analysis of impeachment as a form of constitutional-legal responsibility. It is defined as a special constitutional procedure for bringing the head of state to responsibility, possessing a mixed legal nature that combines mechanisms of political accountability with strict legal procedures and standards of proof. According to Article 111 of the Constitution of Ukraine, the absolute grounds for removing the President from office via impeachment are the commission of state treason or another crime.

A significant focus is devoted to the multi-staged and complex nature of the Ukrainian constitutional procedure, which involves multiple state authorities. The research details the distinct roles of the Verkhovna Rada of Ukraine (which initiates the procedure and makes the final decision), the special temporary investigating commission (which conducts the investigation), and the judiciary. It highlights the strict procedural requirements, including the necessity of obtaining conclusions from both the Constitutional Court of Ukraine, regarding procedural adherence, and the Supreme Court, regarding the legal qualification of the acts.

Results. It has been established that the extreme complexity of the procedure renders it virtually unfeasible. The fundamental barrier is the constitutional requirement to secure at least three-quarters of the constitutional composition of the parliament (338 votes) to adopt the final resolution on removal from office, an almost unattainable threshold. Furthermore, the adoption of the 2019 Law on impeachment did not resolve this issue, as it merely transferred the existing, ineffective regulatory algorithms from the parliamentary Rules of Procedure into a separate legislative act without introducing functional improvements.

Conclusions. The constitutional procedure of impeachment in Ukraine remains an ineffective theoretical construct rather than a practical safeguard for the constitutional order. The extraordinarily high voting threshold effectively nullifies the mechanism, leaving the state without a viable constitutional resolution tool during critical political crises.

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ACTIVITIES OF THE CONSTITUTIONAL COURT OF UKRAINE: DIRECTIONS FOR IMPROVEMENT

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Problem Statement. At the current stage of development, Ukraine, like most other post-Soviet states at one time, must go through a long and difficult path to the formation of a state of the European level. On this path, it is necessary to address the issue of justice and judicial proceedings, in particular, constitutional jurisdiction. The Constitutional Court of Ukraine plays a key role in ensuring the supremacy of the Constitution and resolving issues related to the constitutionality of laws and other legal acts. The first such improvement on this path was the 2016 reform and the adoption of the Law of Ukraine "On the Constitutional Court of Ukraine" in 2017, which introduced significant changes to the organization and functioning of constitutional justice in the state. However, the current model of constitutional justice still faces a number of institutional and procedural challenges, in particular issues related to the efficiency of justice, procedural regulation, and the enforcement of constitutional court decisions.

At the same time, Ukraine is part of the European legal space and recognizes the jurisdiction of the European Court of Human Rights (ECHR), which operates on the basis of the Convention for the Protection of Human Rights and Fundamental Freedoms, ratified by Ukraine on July 17, 1997. Accordingly, with its ratification, Ukraine recognized the mandatory jurisdiction of the ECHR in all matters relating to the interpretation and application of the Convention. Therefore, studying the model of the European Court of Human Rights and the possibility of applying positive experience to the functioning of the Constitutional Court of Ukraine is an important and urgent task, since the practice of this court provides important standards for judicial procedures, interpretation of legal norms, and protection of constitutional values.

Objectives. The main objective of this research is to analyze the historical and legal aspects of the constitutional justice models and to propose specific ways to improve the functioning of the Constitutional Court of Ukraine by integrating the standards and practices of the European Court of Human Rights. As well as research into the legal principles of the activities of the Constitutional Court of Ukraine, the peculiarities of the functioning of the European Court of Human Rights and the identification of further development paths

Methods. The study employs a comparative legal method to contrast the Ukrainian model of constitutional justice with European practices, a historical method

to trace the genesis of the CCU, and a systematic approach to analyze the impact of ECHR case-law on national jurisprudence.

Results. As a result of the research, it was established that the Constitutional Court of Ukraine plays a key role in ensuring the supremacy of the Constitution and exercising constitutional control. In turn, the study of the activities of the European Court of Human Rights indicates the presence of effective procedural mechanisms for considering cases, a clear system for enforcing decisions, and established judicial practice that ensures consistency in the application of legal norms.

Conclusions. The further introduction of European material, procedural, and institutional standards into national constitutional proceedings is a movement toward real democracy and the rule of law. To improve the CCU model, it is necessary to move from a declarative nature of norms regarding the execution of its decisions to an obligatory one, while empowering the CCU to monitor this process. Integrating the best features of the ECHR practice model will provide a Ukrainian model capable of ensuring the absolute supremacy of the Constitution.

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THE LAW: CONCEPT, FEATURES, TYPES AND MEASURES TO ENHANCE ITS ROLE. THE CONSTITUTION (SUPREME LAW) OF UKRAINE

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Problem Statement. The relevance of the topic is determined by the fundamental role of the law in regulating social relations, ensuring legal order, state stability and the protection of human rights and freedoms. The Constitution of Ukraine, as the supreme law, serves as the foundation of the national legal system that sets limits to state power and recognizes human dignity as the highest value. In the context of Ukraine's European integration and the signing of the Association Agreement with the European Union in 2014, the adaption of national legislation to European standards becomes particularly important.

Objectives. The aim of the research is to define and analyze the concept of the law, its main features and types, as well as to study the role of the Constitution of Ukraine and identify measures to enhance the effectiveness of laws. The objectives also include the characterization of the law as a normative legal act, the analysis of its role in the Romano-Germanic legal system, the examination of the structure and content of the Constitution of Ukraine and the application of its provisions.

Methods. The research is based on general scientific and legal methods, including analysis, synthesis and comparison. The work relies on Ukrainian legislation, in particular the Constitution of Ukraine, other relevant legal acts and scientific literature by Ukrainian legal scholars.

In legal studies, a law is generally understood as an act adopted by a competent authority or the people that carries higher legal force than other regulations. As a type of normative legal act, the law has specific features, one of the most important being the regulation of major areas of social life, as confirmed by Article 92 of the Constitution of Ukraine. It establishes that key matters such as human rights and freedoms, social protection, public administration, justice, defense and security are regulated exclusively by laws. [1]

Within the Romano-Germanic legal system, also known as Continental law, acts serve as the primary source of law, as opposed to the Anglo-Saxon legal tradition that relies more on judicial precedent.

Acts can be classified according to various criteria based on their features, content and subject matter. The main types of laws are constitutional, organic and ordinary laws. For example, Article 46 of the French Constitution defines organic laws as «institutional acts», although some scholars equate them with constitutional ones. [2] These acts also differ in their enactment procedures and procedural

requirements, creating a hierarchy among them, where, for instance, constitutional or organic laws rank higher than ordinary laws.

The Constitution, as the fundamental law of the state, is not a type of ordinary law. It originates from the constituent power of the people, possesses supreme legal force and has a special procedure for adoption or amendment.

An analysis of the prerequisites of the 1996 Constitution of Ukraine shows that its adoption resulted from the historical development of the state, with the Declaration of State Sovereignty of Ukraine being its legal basis. This process was also driven by the need to form a new, independent legal system. [3]

The application of constitutional provisions is mainly based on the principle of direct effect, as established in Article 8 of the Constitution of Ukraine, which allows their immediate use in protecting human rights and freedoms.

Measures to improve the role of laws include making legislation clearer and more consistent, removing gaps and contradictions in legal norms and ensuring legal certainty. It is also important to develop legal culture through education and public awareness, as well as to improve access to laws through online legal databases. Collectively, these measures strengthen laws and encourage voluntary compliance with legal norms.

Results. The research shows that laws are a key part of the legal system and the main tool for regulating social relations. It has higher legal force than other legal acts and plays a central role in Continental legal tradition. The Constitution of Ukraine is the fundamental act of the state and forms the basis of the national legal order, which is currently being adapted to European standards.

Conclusions. Laws and the Constitution of Ukraine are closely connected, as the Constitution sets general rules and principles, while various types of laws specify their implementation.

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STATE-LEGAL VIEWS OF PAVLO SKOROPADSKYI

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Problem Statement. The 20th century in the history of Ukraine is an era of turning points, difficult trials, battles and small victories, the creation of a new history and the birth of national heroes. It is impossible not to mention the Ukrainian Revolution of 1917–1921. During this time, Ukrainians faced significant events and individuals whose highest priority was to fight for Ukraine and its independence. Despite the underdevelopment of the Ukrainian political movement at the beginning of the 20th century, a shortage of personnel, and military intervention by neighboring states—primarily Bolshevik Russia—Ukrainian politicians nevertheless managed to establish Ukrainian statehood and consolidate the idea of a distinct political nation, thereby completing the process of its formation.[1, p.6] Special attention is required to study the state and legal heritage of those political figures who actively worked and directly became the founders of the Ukrainian state. Among all the figures, Pavlo Skoropadsky is worth noting, around whom significant discussions have long been taking place in Ukrainian historiography—from the frank idealization of his activities and the admiration of his supporters to the no less frank, even often falsified, criticism of all his political steps. The study of the state and legal views of Skoropadsky helps to understand how Ukrainian leaders tried to build an effective system of state governance. Therefore, this topic remains relevant for modern legal science because now, more than ever, both the achievements and mistakes of the hetman are very relevant for our modern Ukraine.

Objectives. The aim of this study is to analyze Pavlo Skoropadskyi's views on state and law and to determine their significance for the development of Ukrainian statehood. The objectives of the study include: examining Skoropadskyi's personality and the main stages of his life; analyzing the historical conditions that influenced the formation of his political and legal views; examining his ideas regarding the form of government and the organization of state power; analyzing his views on the role of law, legality, and state institutions; and determining the practical implementation of his ideas during the existence of the Ukrainian State in 1918.

Methods. The study used philosophical and worldview, general scientific and special scientific methods. The dialectical method was of great importance, which allowed us to determine the role of Pavlo Skoropadsky's life path and state activity in the formation of his state and legal views. The system-structural method allowed us to clarify the structure of the object under study and determine the place of Pavlo Skoropadsky's state and legal ideas in the system of political and legal thought of Ukraine. The historical and legal method was used to analyze the evolution of his

views on the state and law and their connection with state-building and law-making activities. The formal and legal method was used during the analysis of regulatory and legal acts of the Ukrainian state, and the specific search method was used to process, systematize and classify archival and printed sources.

Results. Pavlo Skoropadskyi's views on the state and law were centered on the idea of strong, organized, and stable public authority capable of guaranteeing order and effective administration. In his opinion, the concentration of executive power in the hands of the hetman was necessary in the conditions of political crisis and instability that accompanied the Ukrainian Revolution. At the same time, the system of government was not limited to the figure of the hetman alone. It also included the Council of Ministers and a network of central administrative institutions responsible for carrying out state policy. These principles found practical expression during the existence of the Ukrainian State in 1918. Government ministries and other state bodies were established, and efforts were made to develop an effective administrative system. Considerable attention was devoted to the restoration of the judicial system, the strengthening of legality, and the protection of private property, which was regarded as one of the foundations of economic stability. Economic measures were directed toward the normalization of financial life and the support of agriculture, industry, and trade. At the same time, the government also paid attention to humanitarian development. Educational, scientific, and cultural institutions expanded, and support was provided for the development of Ukrainian national culture. Although the Ukrainian State existed only for a short period, its activity demonstrated a practical attempt to implement Skoropadskyi's state-building ideas and contributed to the formation of important elements of Ukrainian public institutions.

Conclusions. Pavlo Skoropadskyi's views on the state and law occupy an important place in the history of Ukrainian political and legal thought. His ideas combined elements of conservative political doctrine with the aspiration to build a national state based on strong and effective authority. The experience of the Ukrainian State in 1918 shows that Skoropadskyi sought to create a functioning legal and administrative order under extremely difficult historical conditions. Further research may focus on comparing his concept of statehood with other Ukrainian political models and on evaluating the influence of his ideas on present-day legal and political development in Ukraine.

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IMPLEMENTATION OF EUROPEAN UNION LABOUR LEGISLATION IN UKRAINE

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Problem Statement. Ukraine's European integration is a constitutional mandate, requiring the implementation of both explicit EU legal norms and broader value paradigms. Within this framework, labour law is a critical domain that directly impacts individual well-being and state economic stability. Currently, harmonizing domestic labour legislation with EU standards faces a complex conflict: the restrictive regulatory measures necessitated by martial law to preserve economic sovereignty often contradict progressive European regulations, demanding profound legal analysis.

Objectives. The objective of this study is to analyze the norms of both Ukrainian and European labour legislation, as well as to conduct a comprehensive study of the organizational and legal mechanism for approximating domestic labour law to EU standards.

Methods. Various methods were utilized in the course of this research. Specifically, the method of legal source analysis was employed to achieve a detailed understanding and differentiation of concepts within the framework of implementation processes, as well as EU and Ukrainian labour law. The comparative method enabled the rapid and effective identification of the key provisions that warrant attention during the further integration of legislation. Inductive and deductive methods were applied to identify issues arising from the heterogeneous understanding of concepts. Furthermore, the systemic approach facilitated the determination of the significance of implementing EU labour law in Ukraine.

The Agreement contains a number of provisions directly related to the legal regulation of labour relations, laying the foundation for the harmonization of national labour legislation with the norms and principles of EU law. In particular, specific articles are devoted to the treatment of workers, labour mobility, key personnel, and multilateral labour standards and agreements. Issues of cooperation in the field of employment, social policy, and equal opportunities are systematically set out in Chapter 21 of the Agreement and in Annex XL, which determine the directions for the approximation of Ukrainian legislation to EU law. Primarily, these are 42 EU directives, which are grouped into three parts: "Anti-discrimination and gender equality" (6 directives), "Labour law" (7 directives), and "Health and safety at work" (27 directives).

In addition to the list of acts, the Association Agreement clearly defines the deadlines for bringing the labour legislation of Ukraine into compliance with them.

Thus the European Commission regularly monitors the implementation of the Association Agreement and publishes respective progress reports. The latest of these is the European Commission's Report on Ukraine within the Enlargement Package (Ukraine 2024 Report), published on October 30, 2024 (hereinafter - the 2024 EC Report) [5]. It contains a separate Chapter 19 dedicated to labour law, which reservedly characterizes the dynamics of the adaptation of Ukrainian legislation to the EU acquis, noting both achievements and problematic aspects.

An analysis of this report allows us to trace not only the formal progress in adopting new laws and strategies to fulfill Ukraine's European integration obligations but also the real challenges of implementing EU law under martial law, limited resources, and a complex socio-economic situation. Therefore 2024 EC Report is currently one of the most representative sources for assessing the actual state of adaptation of Ukraine's labour legislation to European standards. According to it, the overall state of Ukraine's preparation in the area of social policy and employment is assessed as an early stage of preparation, and the progress during the reporting period was assessed as limited [5, p. 15]. Unfortunately, in the area of freedom of movement for workers, there is no progress at all, according to the European Commission's assessment. As noted in the Report, Ukraine remains at an early stage of preparation, and the recommendations of previous years have not been implemented.

The legal provision of occupational health and safety requires substantial improvement. The European Commission emphasizes that a primary task for Ukraine is the adoption of new framework legislation in the field of labour relations and occupational safety, which would comply with the Framework Directive 89/391/EEC on the introduction of measures to encourage improvements in the safety and health of workers at work [1]. It is also necessary to ensure an enabling environment for the development of bipartite and tripartite social dialogue, as well as to strengthen the institutional capacity of social partners, which is a key prerequisite for the effective implementation of European labour standards [5, p. 76].

The aforementioned challenges were also highlighted by the experts who prepared the Shadow Report to Chapters 23 "Judiciary and fundamental rights" and 24 "Justice, freedom and security" of the European Commission's Report on Ukraine's progress within the 2024 European Union Enlargement Package (hereinafter - the Shadow Report) [3].

The authors of the Shadow Report also analyzed the issue of employment of persons with disabilities, considering it as an integral part of the realization of the rights of people with disabilities. The report notes that this area is one of the few where the state has demonstrated some, albeit limited, normative progress towards ensuring equal opportunities and approaching European labour standards [3, pp. 520-522]. It is noted that despite the adoption of the Law of Ukraine No. 4219-IX dated January 15, 2025, "On Amendments to Certain Legislative Acts of Ukraine on Ensuring the Right of Persons with Disabilities to Work" (which will enter into force in 2026), further regulatory and legal work is currently paused. At the same time, the adoption of this Law is recognized as an important step towards the harmonization of national employment policy with international and European standards.

The Shadow Report also emphasizes that the war, limited resources, and the complex socio-economic situation significantly complicate the implementation of EU norms in the field of employment and social policy. Even with progressive legislative initiatives, their implementation often occurs with delays or only partially. In addition, experts draw attention to the lack of reliable data necessary to assess the effectiveness of the implemented measures, in particular regarding the number of employed persons with disabilities, the reasonable accommodation measures taken, or the effectiveness of supported employment programs. Without regular monitoring and reporting, it is difficult to confirm that the new legislative norms actually work and contribute to ensuring the right to work on an equal basis [3, pp. 521-524].

Results. Although these changes are mostly fragmentary and do not constitute a comprehensive reform of labour legislation, they demonstrate Ukraine's clear focus on the consistent approximation to the EU acquis in the field of employment and labour. However, this is not enough. A significant part of the European Union directives regulating labour relations and employment still remain unimplemented or are only at the initial stages of implementation. This primarily concerns such acts as: Directive 91/383/EEC supplementing the measures to encourage improvements in the safety and health at work of workers with a fixed-duration employment relationship or a temporary employment relationship; Directive 1999/70/EC concerning the framework agreement on fixed-term work; Directive 2002/14/EC establishing a general framework for informing and consulting employees; Directive 2008/104/EC on temporary agency work; Directive 96/71/EC concerning the posting of workers in the framework of the provision of services; Directive (EU) 2019/1158 on work-life balance for parents and carers; Directive (EU) 2022/2041 on adequate minimum wages; Directive (EU) 2023/970 on pay transparency, and many others.

Conclusions. It should be noted that the current state of approximation of Ukraine's labour legislation to the standards of the European Union indicates the need for systemic and consistent actions. It is obvious that the development of a new Labour Code is necessary. The practice of point-based amendments to the Labour Code of Ukraine and individual laws, which has prevailed in recent years, leads to an imbalance in legal provision, an increase in conflicts and contradictions, and consequently to a decrease in the effectiveness of the implementation of European norms. It is a systemic update of labour legislation in the form of a new code that can ensure its structural consistency, stability, and compliance with European social standards.

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APPEALING TO THE ADMINISTRATIVE COURT AS A MEANS OF PROTECTING INDIVIDUAL RIGHTS IN RELATIONS WITH THE PUBLIC ADMINISTRATION

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Problem Statement. The right to judicial protection is one of the fundamental rights enshrined in the Constitution; it does not operate in isolation but interacts systematically with other rights, forming an essential instrument for safeguarding the interests of private individuals. Ensuring the reliable protection of rights and freedoms is considered a defining feature of the concepts of a legal and social state, which Ukraine is recognised as being, in accordance with the Constitution. Since the declaration of independence, the country has undergone rapid reform of the administrative sphere, in particular the relations between public authorities and private law entities, leading to frequent conflicts between them. The relevance of this issue is also due to the introduction of martial law and, as a result, the expansion of the discretionary powers of executive authorities, which increases the risk of violations of citizens' rights.

Objectives. The aim of this study is to examine the scope of the right to bring proceedings before an administrative court, to define the system of administrative courts, and to outline the fundamental principles of administrative justice.

Methods. The following research methods were employed in the course of the study: analytical and generalisation methods for the analysis of academic sources and

legislative acts, and the systemic method for the study of administrative justice as an integrated system comprising a set of interrelated elements: principles and participants. The comparative legal method was used to compare judicial and administrative means of protecting individual rights.

The development of administrative law in Ukraine since the declaration of independence has been characterised not only by the adoption of new legislative acts, but also by the introduction of new legal categories used to define the substance of the institutions established as a result of the reforms. An example is the term 'public administration', which is mainly found in academic literature and is only just beginning to be used in legislation [7, p. 83].

It is generally accepted that the concept of 'public administration' entered the legal doctrine of Ukrainian administrative law from the administrative law of European countries. This term refers to the collective body of authorities, institutions and organisations that perform administrative functions; and the administrative activities carried out by this administration in the public interest [5, p. 135]. Three entities of public administration are distinguished: executive bodies, local self-government bodies and entities with delegated powers.

The right to judicial protection occupies a prominent place among fundamental human rights, as it serves as a guarantee of their fulfilment and is one of the hallmarks of a democratic state governed by the rule of law [4, p. 84]. At the same time, many scholars note that the right to judicial protection is not limited to the right to bring a case before a court. It also encompasses the right to personal participation in the defence of one's rights and freedoms, the right to demand judicial protection from the court, and the right to legal aid. Accordingly, the right to judicial protection should be regarded as a specific set of powers that enable an individual to restore a violated right [1, p. 89-90].

The Constitution of Ukraine guarantees individuals and citizens the right to challenge in court the decisions, actions or omissions of state authorities, local government bodies, and public officials. One of the means of exercising such a right to judicial protection against violations by public authorities is the right to apply to an administrative court, which is enshrined in Article 5 of the Code of Administrative Procedure of Ukraine - every person has the right, in accordance with the procedure established by this Code, to apply to an administrative court if they consider that a decision, action or inaction of a public authority has infringed their rights, freedoms or legitimate interests. This right may be exercised independently by a person who considers that their rights, freedoms and interests in the sphere of public-law relations have been infringed; through a representative; or through bodies and persons authorised by law to apply to the administrative court on behalf of others. The term 'persons' refers not only to citizens and legal entities of Ukraine, but also to foreigners, stateless persons and foreign legal entities, who enjoy the same right to judicial protection [3].

Every state legal institution has its own system. Administrative courts, whose jurisdiction includes the hearing and adjudication of administrative cases, are no exception to this. The structure of these courts can be determined by analysing the Law of Ukraine 'On the Judicial System and the Status of Judges'. It comprises: local

administrative courts - local general courts acting as administrative courts and district administrative courts; administrative courts of appeal; a specialised district administrative court; a specialised administrative court of appeal; and a cassation administrative court, which operates as part of the Supreme Court [8].

In order to analyse the activities of the administrative courts, it is necessary to establish the principles that constitute the fundamental ideas and foundations characterising their substance. The activities of the administrative courts are based both on general principles of judicial procedure and on sector-specific principles: the rule of law; the equality of all participants in the judicial process before the law and the court; the public nature and openness of the judicial process and its full recording by technical means; the adversarial nature of the proceedings, the dispositive nature of the proceedings and the official clarification of all circumstances of the case; the binding nature of the court decision; the guarantee of the right to an appeal; the guarantee of the right to a cassation appeal against a court decision in cases specified by law; reasonable time limits for the court's consideration of the case; the inadmissibility of abuse of procedural rights; reimbursement of legal costs to natural and legal persons in whose favour the court decision has been made [3].

In addition to administrative litigation, which serves as a universal mechanism for protecting the infringed rights of private individuals, administrative remedies are also widely used to protect and restore the rights, freedoms and interests of natural and legal persons in their dealings with the public administration. However, administrative and judicial remedies for protecting individuals' rights in their dealings with the public administration are not mutually exclusive, but rather complement one another. Out-of-court remedies - mediation, administrative appeals, compensation for damages, and disciplinary liability - are characterised by their speed, cost-effectiveness and less formal nature, but do not always provide an adequate level of protection [6, p. 65]. Appeal to the administrative court, in turn, is a universal and most effective mechanism guaranteeing an independent and impartial consideration of the dispute. At the same time, Ukrainian legislation does not prohibit the simultaneous use of both methods, which demonstrates their complementarity within the system for the protection of individuals' rights.

Results. The study found that the right to bring a case before an administrative court is a constitutionally guaranteed mechanism for protecting individuals against abuses by public authorities. It is not limited merely to the right to file a claim, but encompasses the right to participate in proceedings, to seek judicial protection and to receive legal aid. Under martial law, when the executive's discretionary powers are expanded, the accessibility and effectiveness of administrative justice take on particular significance as a safeguard against arbitrariness. Administrative justice is administered by administrative courts, based on principles enshrined in law.

Conclusions. Administrative justice in Ukraine has made significant progress towards compliance with international and European standards. However, certain issues remain unresolved, the resolution of which would have a positive impact both on safeguarding the rights of individuals and on the recognition of Ukraine as a social and legal state, such as the risks associated with corruption and political interference, which hinder the conduct of fair trials. The tools for addressing this problem include

improving the procedures for the selection of judges, their professional evaluation, and ensuring adequate funding for the judiciary [2, p. 578].

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WESTERN AND EASTERN PATHS OF STATE FORMATION

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Problem Statement. The issue of the origin of the state is one of the most fundamental problems in the theory of state and law. Throughout history, scholars have tried to explain how and why the state emerged, what social processes led to its

formation, and which factors influenced its development. Modern legal science recognizes that the formation of the state was not a uniform process, since different civilizations developed various models of statehood depending on their economic structure, social organization, geographical conditions, and cultural traditions [1]. Among these models, the Western and Eastern paths of state formation are particularly important. They demonstrate different mechanisms of the emergence of political power and systems of governance. The Western model developed mainly through socio-economic differentiation and the formation of private property, while the Eastern model was characterized by strong centralized power, communal land ownership, and large-scale public works that required strict administrative control. Understanding these two paths helps explain the historical development of modern states and legal systems.

Objectives. The main objective of this research is to analyze the peculiarities of the Western and Eastern paths of state formation and to determine their key features, similarities, and differences. The study also aims to identify the socio-economic prerequisites that led to the emergence of the state. Particular attention is given to examining the role of private property and class division in the development of the Western model of state formation. In addition, the research analyzes the importance of centralized authority and communal land ownership in the Eastern model. Finally, it compares the mechanisms of political organization that developed in different civilizations.

Methods. The research is based on a combination of historical, comparative, and systemic methods. The historical method allows tracing the evolution of social relations that led to the emergence of state institutions. The comparative method helps to determine similarities and differences between Western and Eastern models of state formation. The systemic approach makes it possible to analyze the state as a complex political and social institution formed under the influence of economic, social, and ideological factors.

Results. The Western path of state formation developed mainly in Europe and is associated with Ancient Greece and Ancient Rome [3]. It was characterized by gradual social differentiation and the development of private property.One of the key factors was the emergence of surplus production, which led to economic growth and the accumulation of wealth by certain individuals or groups. As a result, property inequality and social stratification appeared. Private property became the economic foundation of the state. Land, tools, livestock, and slaves became objects of individual ownership, which led to the formation of privileged social groups such as aristocrats and landowners. Economic power gradually turned into political power. As social conflicts increased, tribal self-governing institutions became insufficient, and a special apparatus of public power was created. This included permanent military forces, courts, and administrative bodies. Another important feature was the transition from kinship-based organization to a territorial principle of governance. Law also became an important tool for regulating social and political relations. Thus, the Western path of state formation was based on socio-economic development, private property, class differentiation, and the gradual formation of political institutions.

The Eastern path developed mainly in the ancient civilizations of Egypt, Mesopotamia, India, and China. This model had significantly different characteristics compared to the Western one. The main economic basis of Eastern states was communal land ownership. Land was often considered the property of the state or the ruler. Large-scale irrigation systems required collective labor and centralized organization. Therefore, strong administrative control became necessary. Unlike the Western model, where private property and class struggle played a decisive role, in Eastern societies the state often emerged as a result of the need to manage large economic projects. Irrigation agriculture required coordinated efforts, which led to the formation of centralized authority. The ruler possessed extensive powers and was often considered a divine or semi-divine figure. Political power was highly centralized and supported by a developed bureaucratic apparatus. In Ancient Egypt, the pharaoh was regarded as a divine ruler. In China, imperial authority was justified by the concept of the "Mandate of Heaven." These ideological elements strengthened political stability and obedience.

Comparative Analysis. The comparison of Western and Eastern paths demonstrates both differences and similarities. The Western model emphasized private property, legal institutions, and gradual political participation. It led to the development of democratic and republican forms of governance. The Eastern model emphasized centralized authority, administrative control, and collective organization of economic life. It contributed to the formation of stable but often authoritarian political systems. Both models of state formation shared several common features. First of all, there was the emergence of public power that became separated from society and began to exercise authority on behalf of the population [2]. Another important feature was the formation of taxation systems, which provided financial support for the functioning of the state apparatus. At the same time, military and administrative institutions were created in order to protect the territory, maintain order, and implement state authority. In addition, legal norms gradually developed, regulating social relations and establishing rules of behavior within the state. Thus, both paths of state formation were historically conditioned and reflected the specific socio-economic realities of the societies in which they developed.

Conclusion. The Western and Eastern paths of state formation represent two different historical models of the emergence of statehood. The Western model was based on private property, social stratification, and legal regulation of social relations. The Eastern model relied on communal land ownership, centralized authority, and administrative management of economic processes. Despite their differences, both models significantly influenced the development of modern states and legal systems. The diversity of contemporary political institutions can be better understood through the analysis of these historical paths. The study of Western and Eastern models of state formation demonstrates that the state is a complex social phenomenon shaped by economic, social, political, and ideological factors.

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MAIN STAGES OF RECEPTION OF ROMAN PRIVATE LAW IN UKRAINE (XI-XXI CENTURIES)

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Problem Statement. Analysis of the reception process of Roman private law in Ukraine, taking into account historical, legal and systemic factors in the conditions of modern development of the legal system of Ukraine, is extremely important for forming an understanding of the importance of Roman private law in the minds of future generations of lawyers, subjects of norm-setting. increasing the effectiveness of the legal system of Ukraine by improving norm-setting and law-enforcement activities.

Objectives. The main objectives of this study are to investigate the patterns, forms, and mechanisms of reception of the norms and principles of Roman private law in the Ukrainian legal system in the XI–XXI centuries.

Methods. This research applies a comparative legal method to analyze the influence of Roman private law on the development of Ukrainian civil legislation. It also uses historical and doctrinal analysis to examine the stages, forms, and theoretical foundations of the reception process.

Results. The reception of Roman private law in Ukrainian lands was formed over a period of more than a millennium. In different historical periods, it manifested itself in different ways: through the borrowing of individual legal institutions, through the long-term use of codifications that preserved Roman legal elements, or through Ukraine's entry into the space of the European Romano-Germanic tradition. Already from the 11th–12th centuries. a large-scale movement of the spread of Roman law took place on the territory of Europe, which, directly or indirectly, also affected the Ukrainian lands [1, p. 27].

During the time of Kyivan Rus, the perception of Roman law occurred mainly indirectly, through the Byzantine edition. Through church norms, collections of law and translated sources, ideas about obligations, property relations, responsibility, and methods of compensation for damage were spread. Although direct reception did not

yet exist, it was this period that formed the initial legal culture, which later contributed to a deeper assimilation of Roman legal structures.

The deepest assimilation of Roman legal approaches at this time occurred thanks to the Lithuanian Statutes. These codifications, which were in force in the Ukrainian lands for several centuries, contained systematically ordered norms on property, contracts, inheritance, and the procedure for judicial protection - these are the areas that traditionally belonged to the core of Roman private law. Thanks to the Statutes, the Ukrainian legal system was included in the Romano-Germanic legal space, where Roman institutions formed the basis of legal logic [1, p. 27]. Such a long period of validity of the Statutes contributed to the consolidation of European models of legal regulation in social and judicial practice.

During the Hetmanate period, private law norms were based on a combination of old customs, norms of Lithuanian Statutes, and practical decisions that arose in the process of judicial activity. In the codification collections of the 18th century, which generalized this practice ("The Rights by Which the Little Russian People Are Sued"), institutions characteristic of the Roman tradition can be traced: the definition of property objects, the procedure for alienation, the protection of possession, the regulation of obligations and liability for their violation [1, p. 29]. Thanks to the long-term use of these norms, Roman legal constructions did not disappear even after changes in the political system. Their stability is explained by the fact that they were not just formally enshrined rules, but became part of legal practice, judicial thinking and everyday regulation of property relations. Even when political regimes changed legislative accents, the very logic of resolving private law disputes was preserved in the customary models of behavior of the population, in traditional ideas about justice, admissibility and the procedure for restoring violated rights.

Roman approaches continued to manifest themselves in the principles of good faith, in the structure of contractual obligations, in the usual division of things and methods of protecting property. Judicial bodies, even working in a different political context, often relied on the usual models of legal analysis developed during the period of the Lithuanian Statutes. Therefore, Roman legal institutions did not dissolve in new legal forms, but continued to exist as practical instruments of civil circulation, ensuring predictability and stability of private law relations.

In the 19th century. the situation changed due to the introduction of general imperial legislation. However, actual legal practice in certain Ukrainian regions for a long time was still based on the norms of the Lithuanian Statute and local traditions. That is why in the regulation of private relations, approaches characteristic of the Roman legal model continued to exist: the concept of contract, possession, liability for damage, compensation for losses, methods of protecting rights. Even under conditions of centralization, the Roman legal tradition was not completely lost [1, p. 29].

The revolutionary events of the early 20th century led to a radical change in the attitude towards private law. Private property ceased to be recognized, and property relations were subordinated to the concept of the public sphere. In such circumstances, the classical reception of Roman private law became impossible, since

the very principles of privacy, freedom of contract and autonomy of will were declared “bourgeois” [1, p. 30].

Despite this, individual institutions that historically originated from Roman law remained in the structure of Soviet civil legislation. Their application had a different, often simplified or ideologically transformed character, but the legal technique itself - primarily a clear construction of obligations, determination of the limits of responsibility, the internal logic of transactions and the systematic regulation of property rights - continued to rely on traditional legal models. Even within the framework of a centrally planned economy, there was still a need to regulate relations that were inherently private law: contracts for supply, contracting, storage, distribution of property, or compensation for damage. For such situations, schemes were used that were historically based on Roman structures, although they were adapted to the new ideology. When legal science was able to more widely development, a systematic comparison of different civil legal systems was resumed. Studies were conducted that analyzed the approaches of European countries and international models of property relations regulation [2, p. 169] Such a return to a comprehensive study of the structure of obligations and property law gradually formed the intellectual ground for further integration of European theoretical and practical developments. Due to this, interest in traditional legal institutions, including Roman law, grew even within the framework of a system that officially denied the private law nature of these relations.

After the restoration of independence, Ukraine again began to focus on the European Romano-Germanic legal family. The principles of private law became central: autonomy of will, freedom of contract, protection of private property, equality of participants in civil legal relations [3, p. 15].

During the preparation of the Civil Code of Ukraine in 2003, a model was used in which Roman private law is the basic constructive basis. This is manifested in the structuring of obligations, in the classification of transactions, in the rules for acquiring and protecting property, in the definition of responsibility and the methods of its implementation [1, p. 31]. Modern Ukrainian private law combines the classical Romano-Germanic tradition and individual elements of modern global legal models. This synthesis is due to both historical inheritance and the needs of modern legal circulation. On the one hand, Ukrainian legislation retains the structure inherent in the Romano-Germanic system: the distinction between property and obligation rights, a clear definition of transactions, the systematization of the grounds for the emergence of civil rights and obligations, as well as the logic of building a code, which originates from Roman jurisprudence. On the other hand, the development of private law today is influenced by global economic processes, international standards, the practice of cross-border legal relations and digitalization.

Conclusions. Summarizing all the above information, I can say, that the reception of Roman private law in Ukraine has a long history and manifests itself in various forms - from early Byzantine influences to the modern system of private law, which functions within the framework of the European legal tradition. Despite periods of unification, prohibitions or ideological pressure, the main Roman institutions - property, contract, obligation, liability - remained an integral part of

Ukrainian legal development. In the 21st century, they form the basis of the modern civil legal system of Ukraine and ensure its compliance with European standards.

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LEGAL CHARACTERISTICS OF UNLAWFUL ACQUISITION OF TRADE SECRETS

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Problem Statement. In the modern context, economic competition increasingly relies on informational and intellectual resources. A trade secret is one of the key intangible assets of enterprises, providing them with competitive advantages and strategic stability. The problem of unlawful acquisition of trade secrets becomes particularly relevant in the context of the digitalization of business processes and the active use of information and communication technologies, which significantly simplify unauthorized data acquisition.

Objectives. The aim of this study is to define the legal nature of unlawful acquisition of trade secrets, analyze the means of their protection, and provide an understanding of the application of relevant norms in the judicial system of Ukraine.

Methods. The study uses the formal-legal method to analyze Ukrainian legislative norms, particularly the Civil Code and the Law of Ukraine "On Protection Against Unfair Competition," as well as normative acts of the Cabinet of Ministers and European Union directives. In addition, the analysis includes the practice of the Antimonopoly Committee of Ukraine and the Supreme Court.

Results. Trade secrets include information that has commercial value and is not publicly available to persons who normally deal with such types of information. This includes technological processes, methodologies, business development plans, financial data, results of marketing and scientific research, as well as information about counterparties. Article 505 of the Civil Code of Ukraine defines the criteria for

classifying information as a trade secret, including its economic value and the confidentiality measures taken by the owner [2]. The practice of the Supreme Court, notably in case No. 910/1759/19 of 23 November 2020, emphasizes that the owner or manager of the enterprise independently determines the composition and protection procedure of the trade secret, and the protection system must function comprehensively to prevent information leaks [4].

According to Article 16 of the Law of Ukraine "On Protection Against Unfair Competition," unlawful acquisition of trade secrets is defined as obtaining information, which constitutes a trade secret under Ukrainian legislation, by unlawful means, if such action caused or could cause harm to the business entity [1]. This activity includes the use of illegal methods of information acquisition, including industrial espionage, theft of documents, bribery of employees, unauthorized access to databases and computer systems, interception of electronic communications, and use of technical surveillance tools. Importantly, not all methods of obtaining information are unlawful: independent research of publicly available products (reverse engineering) or acquisition of information from public sources is not considered a violation if conducted legally, as confirmed by Article 16 of Directive (EU) 2016/943 [3].

It is crucial to distinguish unlawful acquisition from related offenses, namely disclosure, inducement to disclose, and use of trade secrets. Acquisition involves obtaining information directly by the violator, whereas disclosure refers to transferring information to third parties. Inducement involves influencing persons with access to information to reveal it, and use involves applying the obtained information to gain economic benefit or competitive advantage. Each of these offenses carries different legal consequences and requires separate proof in court.

Liability for unlawful acquisition of trade secrets includes civil, criminal, and administrative consequences. Civil liability provides for compensation of damages, including lost profits, and applies when there is unlawful conduct, damage, causal connection, and fault. Criminal and administrative liability arises if the elements of an offense are present, as provided in Articles 232 of the Criminal Code of Ukraine and 164-3 of the Code of Administrative Offenses, respectively. Additionally, labor law allows imposing disciplinary sanctions on employees for violating non-disclosure obligations, if such obligations are stipulated in employment contracts or job descriptions.

Particular attention should be paid to the practice of the Antimonopoly Committee of Ukraine. To date, only one case concerning unlawful acquisition of trade secrets has been considered by the Committee and closed due to lack of evidence [5]. This demonstrates that investigating violations related to trade secret acquisition is an extremely complex process. Proving unlawful acquisition requires a high level of evidence, access to corporate data, and specialized expertise, which is why the practice of applying legislation in this area remains rather limited and fragmented.

Conclusions. Unlawful acquisition of trade secrets constitutes a serious violation of the rights of information owners and poses a threat to business and the economy as a whole. Its legal characterization highlights the key role of the method of obtaining

information, the existence of harm, and the bad faith of the violator. For effective prevention and response to such violations, it is necessary to combine internal information protection measures, apply civil, criminal, and administrative liability mechanisms, and consider Supreme Court practice, which defines criteria for assessing offenses and the limits of permissible protection. Timely implementation of such measures minimizes the risk of trade secret leaks and contributes to maintaining fair competition in the market.

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THE INSTITUTION OF REFERENDUM IN UKRAINE: CONSTITUTIONAL AND LEGAL ASPECTS

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Problem Statement. The institution of referendum is a fundamental element of direct democracy, providing citizens with the right to participate directly in the management of state affairs. In the context of modern constitutional transformations in Ukraine, the legal regulation of referendums serves as a key mechanism for legitimizing socially significant decisions. However, the practical implementation of this institute requires a clear balance between public will and constitutional stability to prevent political manipulation.

Objectives. The aim of the research is to provide a comprehensive analysis of the legal nature, types, and constitutional-legal regulation of referendums in Ukraine,

as well as to determine the legal consequences of decisions made through national and local referendums.

Methods. The study employs a systematic approach to analyze the current legislation of Ukraine, a historical-legal method to trace the evolution of the institute, and a formal-legal method to interpret constitutional norms regarding the subject matter and procedure of referendums.

The work examines the referendum as a primary form of direct democracy. According to the constitutional framework, the subjects authorized to call a referendum are clearly defined, including the President, the Verkhovna Rada, and the citizens of Ukraine themselves through a popular initiative. A significant part of the research is devoted to the 2021 Law of Ukraine "On the All-Ukrainian Referendum," which established new standards for the transparency and accountability of the process.

The analysis focuses on the restrictive criteria regarding the subject matter of referendums. It is established that issues related to taxes, the budget, or the amnesty cannot be the subject of a popular vote, which acts as a safeguard for the economic stability of the state. Furthermore, the role of the Constitutional Court of Ukraine is emphasized as a vital body that ensures the constitutionality of questions submitted to a referendum.

Results. It is determined that while the legal framework for the all-Ukrainian referendum has been significantly modernized, the issue of local referendums remains legally unresolved due to the lack of specialized legislation. The research highlights that a referendum should not replace the representative function of the parliament but should serve as a supplementary mechanism for resolving the most critical national issues.

Conclusions. The development of the institute of referendum is a necessary condition for the democratization of Ukrainian society. The current legislation provides a solid foundation for the expression of the people's will; however, the successful functioning of this institute depends on the legal awareness of citizens and the absence of administrative interference in the voting process.

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SUBJECT OF LABOUR LAW

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Problem Statement. In modern conditions of social development, legal regulation of labour relations is of particular importance, as it ensures the balance of interests between employees and employers and guarantees the implementation of the constitutional right to work. Due to economic transformation, digitalization, and the emergence of new forms of employment such as remote work, gig contracts, and platform labour, the traditional understanding of the subject of labour law is undergoing significant changes. Furthermore, labour regulation in Ukraine has experienced substantial transformation in connection with the introduction of martial law, which required adaptation of labour legislation to new socio-economic realities.

The subject of labour law is a fundamental element of this legal branch, as it determines the scope of social relations regulated by legal norms in the sphere of labour. Through defining the subject of labour law, it becomes possible to distinguish it from related branches of law, particularly civil law, which is essential for ensuring an appropriate level of protection of employees' rights.

Therefore, the relevance of the study is determined by the necessity of a comprehensive analysis of the subject of labour law, its structure, and peculiarities of development in modern conditions.

Objectives. The purpose of this research is to provide a comprehensive analysis of the subject of labour law, to define its concept, structure, and development tendencies at the present stage.

To achieve this goal, the following objectives were identified:

- to examine labour law as an independent branch of law;
- to analyze the functions and principles of labour law;
- to study labour legal relations as the core element of the subject of labour law;
- to identify characteristics and types of labour legal relations;
- to determine other legal relations included in the subject of labour law;
- to analyze the peculiarities of the subject of labour law in modern socio-economic conditions.

Methods. During the research, both general scientific and special legal methods were applied. The method of analysis was used to study legal norms and scientific approaches to defining the subject of labour law. The comparative method allowed the comparison of different scientific approaches in order to understand labour legal relations, their characteristics, and classification. The method of generalization was applied in order to formulate conclusions and determine current tendencies in the development of the subject of labour law.

Results. The study established that labour law is an independent branch of law regulating social relations arising from the use of hired labour. It combines contractual and imperative methods of legal regulation, ensuring a balance between the freedom of contract and state guarantees of employee protection [1].

The subject of labour law consists of a set of homogeneous social relations arising in the process of applying hired labour based on an employment contract. It is important to emphasize that the subject of labour law is not labour as a physical activity itself, but legal relations between employee and employer concerning the organization and conditions of work [2].

Labour legal relations occupy a central place in the structure of the subject of labour law, as they define mutual rights and obligations of the parties to the employment contract. Their distinctive features include personal performance of work by the employee, subordination to internal labour regulations, and systematic payment of wages [5; 6].

Besides labour relations themselves, the subject of labour law also includes other related legal relations that precede, accompany, or derive from labour relations, including employment relations, vocational training, supervision and control over compliance with labour legislation, as well as resolution of labour disputes. This demonstrates the complex nature of the subject of labour law and its important role in regulating social and labour processes [7].

Modern development of labour relations is characterized by the emergence of new forms of employment, such as remote work, gig contracts, and other non-standard employment models. These forms combine elements of labour and civil law relations, which complicates their legal classification and requires improvement of labour legislation [3;4.]

Under martial law conditions, labour regulation has undergone certain modifications, particularly expansion of employer powers and temporary limitation of some employee guarantees. However, these changes aim to ensure economic stability and preservation of employment opportunities.

Conclusions. Thus, the subject of labour law is a complex legal category that includes a system of social relations connected with the use of hired labour. Labour legal relations represent the central element of this system, determining the content of rights and obligations of employees and employers.

The research demonstrates that modern economic development, digitalization, and legislative changes lead to transformation of the traditional understanding of the subject of labour law. The emergence of new forms of employment requires improvement of legal regulation and ensuring an appropriate level of social protection for employees.

Therefore, further development of the subject of labour law should combine flexibility of legal regulation with proper guarantees of labour rights, contributing to the formation of an effective and socially oriented system of labour relations in Ukraine.

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THE STATUS OF A DEFENDER IN PROCEEDINGS ON ADMINISTRATIVE OFFENCES

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Problem Statement. Proceedings on administrative offences represent an essential component of the legal system, as they are aimed at maintaining public order, ensuring compliance with the law, and protecting the rights and legitimate interests of individuals. In many cases, a person involved in administrative proceedings may not possess sufficient legal knowledge to effectively defend their rights and interests. For this reason, the participation of a defender becomes an important procedural guarantee of fair and lawful consideration of a case.

The defender plays a significant role in ensuring the implementation of the principles of legality, equality before the law, and protection of human rights. The institution of defence in administrative proceedings serves as an important mechanism for preventing procedural violations and ensuring that individuals are not unlawfully held administratively liable. At the same time, certain aspects of the

defender's legal status, including the scope of their procedural rights and guarantees of participation, remain subject to scholarly discussion and require further analysis.

Therefore, the study of the legal status of a defender in proceedings on administrative offences is relevant both from a theoretical and practical perspective. It contributes to improving the effectiveness of legal protection and strengthening guarantees of individual rights within administrative justice.

Objectives. The main objective of this research is to analyze the legal status of a defender in proceedings on administrative offences and to determine their role in ensuring the protection of the rights and legitimate interests of individuals involved in such proceedings.

To achieve this objective, the research focuses on several specific tasks. Firstly, it aims to examine the legal framework governing the participation of a defender in administrative offence proceedings. Secondly, the study seeks to determine the main procedural rights and obligations of the defender. Thirdly, it analyzes the role of the defender in guaranteeing the observance of procedural rights of a person brought to administrative responsibility. Finally, the research evaluates the significance of legal assistance in ensuring fairness and legality in administrative proceedings.

Methods. The research is based on the use of general scientific and special legal research methods. The normative legal method was applied to analyze the provisions of Ukrainian legislation regulating administrative offence proceedings, particularly the norms of the Code of Ukraine on Administrative Offences that determine the procedural rights of participants in such proceedings.

The analytical method was used to examine the legal status of the defender and to identify the main elements of their procedural role. The comparative method allowed the evaluation of different approaches to legal protection in administrative proceedings and the assessment of the effectiveness of legal guarantees provided to individuals involved in administrative cases. Additionally, the systematic method was used to analyze the defender's status as an integral part of the broader system of protection of human rights in administrative law.

Results. The results of the research demonstrate that the defender in administrative offence proceedings performs an important function of providing qualified legal assistance to a person who is brought to administrative liability. In accordance with Ukrainian legislation, a defender is typically an advocate who represents the interests of an individual during the consideration of an administrative offence case.

The defender has a number of procedural rights that enable them to effectively protect the interests of their client. These rights include the opportunity to familiarize themselves with the materials of the case, submit evidence and petitions, participate in the examination of evidence, provide explanations and legal arguments, and appeal decisions made by competent authorities or courts. The defender also plays an important role in ensuring that procedural rules are respected during the consideration of administrative cases.

In practice, the participation of a defender contributes to a more objective and lawful examination of administrative offence cases. It helps prevent violations of procedural rights and ensures that the principles of fairness, legality, and equality

before the law are respected. Furthermore, the presence of professional legal assistance increases the level of protection of individuals and reduces the risk of unjustified administrative sanctions.

Conclusions. The study confirms that the defender occupies an important place in the system of procedural guarantees in administrative offence proceedings. Their participation ensures the effective protection of the rights and legitimate interests of individuals who are involved in administrative cases.

The defender's legal status is characterized by a set of procedural rights and obligations that enable them to provide qualified legal assistance and to safeguard the observance of legal standards during administrative proceedings. The involvement of a defender enhances the transparency and fairness of the decision-making process and contributes to strengthening the rule of law.

Further improvement of administrative legislation and the development of clearer procedural guarantees for the participation of defenders will contribute to increasing the effectiveness of legal protection and ensuring a higher level of compliance with human rights standards in administrative justice.

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SYSTEM OF NOTARIATE IN UKRAINE: TASKS AND FUNCTIONS

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Problem Statement. The notarial institution in Ukraine is a key element of the civil justice system, tasked with providing legal certainty and protection in private transactions. By law, the Ukrainian notariat is defined as "the system of bodies and officials" obligated to certify rights and legal facts and perform other notarial acts to give them legal validity. In practice, notaries act as public officers who authenticate documents, advise parties, and safeguard transactions, thus upholding property rights and preventing disputes. Strengthening the notariat's role is seen as vital for the rule of law and efficient civil turnover: scholars note that the quality of notarial activity

directly affects the protection of citizens' ownership and legitimate interests. However, Ukraine's notarial system has evolved from Soviet roots into a modern Latin-type model and is now undergoing reforms (e.g. e-Notariat implementation) that raise questions about its tasks, functions and organization. This study addresses those issues by clarifying what tasks the notariat fulfills and how its core functions operate in Ukraine's legal framework.

Objectives. The primary objectives are: to clarify the legal status and organizational structure of the Ukrainian notariat (public vs. private notaries, etc.);to identify the principal tasks assigned to notaries by law and doctrine (e.g. protection of rights, legalization of documents);to classify and explain the notarial system's functions (preventive, attesting, protective, etc.) within Ukraine's civil law context ;and to assess recent reforms and international trends aimed at improving notarial services (e.g. electronic registry, harmonization with the Latin notary model.

Methods. This analysis is based on legal doctrinal and comparative methods. Key statutory sources (notably the Law of Ukraine "On Notariat" and related regulations) [1] were examined to extract formal mandates and definitions of notarial tasks. Academic literature, jurisprudence, and professional guidelines were reviewed to interpret how these tasks translate into practice. Comparative insights were drawn from international notarial principles (e.g. the Latin Notary model) and recent expert commentary on Ukrainian reform initiatives. The study synthesizes these findings to present a coherent picture of the notariat's role.

The notary system in Ukraine includes a structured network of both state and private notaries who are officially authorized to perform notarial acts on behalf of the state. Despite the difference in organizational form, both categories of notaries have equal legal powers and operate under unified standards established by national legislation, primarily the Law of Ukraine "On Notaries"[1].

Notarial activity is based on a number of fundamental principles that ensure its effectiveness and credibility. The principle of legality requires notaries to strictly comply with the law and verify that all legal actions and documents meet current legal requirements. The principle of independence guarantees that notaries act free from external pressure or influence, making decisions based solely on the law. Impartiality means that a notary must treat all parties equally and cannot favor one party over another. The principle of confidentiality obliges notaries to protect any information obtained during the performance of their duties.

In practice, notaries perform a wide range of legal functions. They certify contracts (such as sale and purchase agreements, wills, powers of attorney), authenticate signatures, confirm the accuracy of copies of documents, and verify legal facts. Before certifying any transaction, a notary carefully checks the legal capacity of the parties, their identity, and the compliance of the agreement with applicable law. This verification process significantly reduces the likelihood of errors, fraud, or future disputes.

Results. In Ukraine, notarial tasks center on safeguarding legal transactions and citizens' rights. Legally, the notary mission is to certify transactions (e.g. agreements, wills, powers of attorney) and facts (e.g. identity, date) that have legal significance. Notaries also administer inheritance matters, register pledges and prohibitions on

property, and issue public certificates of ownership – functions that protect property rights and prevent future disputes. Scholars explicitly define the notariat's *tasks* as the protection and preservation of individuals' and organizations' property and rights, the reinforcement of legality and order, and the prevention of legal violations. In this way, notaries perform a protective role by advising clients and ensuring transactions comply with the law before they are finalized.

The functions of the notariat can be grouped into social and substantive categories. Social functions reflect its place in the legal system – notably its preventive function of instructing parties on the rights and consequences to avert disputes, its law-enforcement (guardianship) function of reinforcing the rule of law, and a fiscal function in certifying transactions subject to state duty. Substantive functions pertain to core notarial activities. The attestation (certification) function empowers a notary to imbue a private agreement or statement with public faith and evidentiary force on behalf of the state. The protective function involves activ safeguarding participants' legal interests throughout the notarial procedure (for example, warning signers of hidden liabilities). Finally, the notary carries a quasi-judicial (jurisdictional) function: rather than resolving existing disputes, it helps prevent civil-law conflicts by rigorously verifying documentation and consent, and in exceptional cases (like enforcing signed obligations) it may directly settle claims. In sum, these functions ensure that notarized deeds enjoy a legal presumption of validity and that parties proceed with full information – a vital service in a low-litigation legal culture.

Conclusions. The Ukrainian notary system today is a hybrid public–professional institution whose mission is to reinforce legal stability by giving authentic form to private legal acts. Its main tasks are to protect property and rights and to grant legal reliability to documents and transactions. The core functions – attesting (providing authenticity), protective (safeguarding rights), and preventive (avoiding disputes) – are intrinsic to this goal. Recent reforms (legislative and technological) are expanding these capacities: for example, the planned transition to a fully electronic notariat and the unification of notarial practice signal improvements in efficiency and transparency. Going forward, continuing digitalization and alignment with international notarial norms are expected to further enhance the system's effectiveness, ultimately strengthening citizens' confidence in civil transactions. In summary, the notary system in Ukraine remains indispensable for upholding legal order, with its evolving tasks and functions reflecting both traditional law-enforcement roles and modern public-service innovations.

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PROCEDURE AND CONDITIONS FOR THE APPLICATION OF PART-TIME WORK

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Problem Statement. The evolution of labour relations in contemporary Ukraine necessitates the development and implementation of flexible mechanisms for the organization of working time. One of the key legal instruments that facilitates a balanced consideration of the interests of both employees and employers is the institution of part-time work. The application of part-time working hours enables employees to reconcile their professional activities with family responsibilities, educational commitments, health considerations, or other socially significant circumstances. At the same time, it provides employers with the opportunity to ensure a more efficient allocation and utilization of labour resources.

The significance of this issue has become particularly evident in the context of economic instability, demographic transformations, and the impact of martial law on the sphere of labour relations. Under such conditions, the institution of part-time work performs not only an important social function but also a significant economic role, contributing to the preservation of employment and enabling enterprises to adapt to changing economic circumstances. However, despite its practical importance, the legal regulation of part-time work in Ukraine remains relatively fragmented and is primarily concentrated in the provisions of the Labour Code of Ukraine and a number of subordinate normative legal acts.

Accordingly, the examination of the legal nature of part-time work, the procedure for its establishment, and the guarantees afforded to employees working under such conditions constitutes an important task for contemporary labour law doctrine and practice.

Objectives. The purpose of this study is to analyze the legal nature of part-time working hours as a specific institution within Ukrainian labour law, to determine the procedural framework governing its establishment, and to examine the legal guarantees provided to employees engaged in part-time work. Particular attention is devoted to distinguishing part-time work from related legal categories and to identifying problematic aspects arising in the practical application of relevant labour legislation.

Methods. The research is based on the application of both general scientific and special legal methods. The method of legal analysis was employed to examine the provisions of Ukrainian labour legislation regulating part-time work. The comparative method was used to differentiate part-time work from related legal institutions, including secondary employment, the combination of professions or positions, and reduced working time. The systemic method enabled the assessment of the role and place of part-time work within the overall system of labour law institutions. In addition, the formal-legal method was applied to interpret the relevant provisions of the Labour Code of Ukraine and other normative legal acts governing the regulation of working time.

Part-time work is traditionally understood as a specific form of organizing working time in which the duration of work is shorter than the normal working hours established by legislation. In accordance with Article 56 of the Labor Code of Ukraine, part-time working hours may be established by agreement between the employee and the employer either at the moment of concluding the employment contract or during the course of the employment relationship. In such circumstances, the employee may perform work for a reduced number of hours per day, work fewer days during the working week, or combine both forms of reduction.

The legal nature of part-time work lies in the fact that it does not alter the fundamental character of the employment relationship. An employee working under part-time conditions remains a full participant in labour relations and retains all labor rights and guarantees provided by legislation. The primary distinction lies in the reduced duration of working time and, consequently, in the proportional calculation of remuneration. Therefore, part-time work constitutes a flexible form of employment that should not lead to discrimination against employees.

Labour legislation distinguishes several forms of part-time work depending on the structure of working time. These include a part-time working day, a part-time working week, and mixed forms that combine both of these approaches. The specific regime of working time is determined by agreement between the parties to the employment contract and must be properly reflected in the relevant administrative act issued by the employer.

An important aspect of the legal regulation of part-time work is its differentiation from other related forms of organizing labour. In particular, part-time work should be distinguished from secondary employment, the combination of professions or positions, and reduced working time. Secondary employment involves the performance of additional work under a separate employment contract outside the employee’s principal place of employment. The combination of professions or positions refers to the simultaneous performance of additional duties within the framework of the same working time without the conclusion of a separate employment contract. Reduced working time, by contrast, is established directly by law for certain categories of employees, such as minors or individuals engaged in hazardous or harmful working conditions. Unlike part-time work, reduced working time does not entail a proportional reduction in remuneration.

The procedure for establishing part-time work may vary depending on which party to the employment relationship initiates its introduction. In most cases, part-

time work is established by mutual agreement between the employee and the employer. Such an agreement may be reached either at the stage of concluding the employment contract or subsequently during the course of the employment relationship. In practice, the employee may submit a written request to the employer, after which the employer may approve the request by issuing an appropriate order specifying the new working time regime.

At the same time, Ukrainian labour legislation provides for certain situations in which part-time work must be established at the request of the employee. Pursuant to Article 56 of the Labour Code of Ukraine, the employer is obliged to establish part-time working hours for particular categories of employees, including pregnant women, employees who have children under the age of fourteen or a child with a disability, and employees who provide care for a sick family member in accordance with a medical certificate. This provision reflects the socially oriented character of labour legislation and aims to ensure enhanced protection for vulnerable categories of employees.

Another possible scenario involves the introduction of part-time work on the initiative of the employer. Such a measure may be implemented in connection with changes in the organization of production and labour. In such cases, the employer is required to comply with the procedural requirements established by labour legislation, including the obligation to notify employees in advance and to respect the procedural guarantees provided by law. Failure to comply with these requirements may lead to the emergence of labor disputes and the subsequent review of such disputes by courts.

The establishment of part-time work must also comply with certain procedural and documentary requirements. In particular, the employer's decision must be formalized by issuing an official order specifying the working schedule, the duration of working hours, and the period for which the part-time working regime is introduced. Furthermore, relevant changes must be properly reflected in employment documentation and in the records used for accounting working time.

Results. The analysis of Ukrainian labour legislation demonstrates that part-time work serves as an important legal mechanism for ensuring flexibility in labour relations. It enables the adaptation of working time regimes to the individual needs of employees while simultaneously preserving the stability of employment relationships. At the same time, the practical application of part-time work raises a number of legal and organizational issues, including the proper calculation of remuneration, the organization of working time accounting, and the prevention of discriminatory practices toward employees working under part-time conditions.

In practice, labour disputes frequently arise concerning the legality of introducing part-time work at the initiative of the employer or regarding the refusal to grant part-time work to employees who possess a statutory right to request such a regime. Judicial practice demonstrates that courts generally prioritize the protection of employees' rights and require strict compliance with the procedural guarantees established by labour legislation.

Conclusions. Part-time working hours represent an important institution of Ukrainian labour law that is aimed at ensuring both flexibility in the organization of

working time and the social protection of employees. The legal regulation of part-time work is primarily based on the provisions of the Labour Code of Ukraine, which define the procedure for its establishment and provide the necessary guarantees for employees working under such conditions.

At the same time, the current legislative framework governing part-time work requires further improvement and systematization. In particular, it is necessary to develop clearer and more consistent legal rules regulating flexible forms of employment and the procedural aspects of introducing part-time working regimes. Such improvements would contribute to strengthening legal certainty, enhancing the protection of employees' labour rights, and ensuring the effective functioning of modern labour relations in Ukraine.

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THE PROCEDURE FOR THE PREPARATION AND ADOPTION OF NORMATIVE LEGAL ACTS IN THE SYSTEM OF PUBLIC ADMINISTRATION

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Problem Statement. In the current context of public administration development in Ukraine, the effectiveness of public policy implementation depends to a large extent on the quality of the regulatory acts adopted by public administration bodies. The public administration system encompasses a wide range of entities, yet the procedures for drafting and adopting regulatory acts vary among these bodies. This issue is particularly important due to the absence of a single codified regulatory act that would comprehensively regulate the procedure for drafting and adopting regulatory acts within the public administration system.

Objectives. The primary objectives of this research are:

To identify the regulatory acts issued by entities within the public administration system.

To identify the role and legal status of entities within the public administration system.

To analyze the procedure for drafting and adopting regulatory acts.

Methods. This research is based on the analysis of normative legal acts and the comparative method, which is used to compare the procedures for the adoption of normative legal acts by public administration bodies.

The public administration system – is its internal structure, consisting of certain elements and relationships between these elements. The system of public administration entities includes three groups of entities, namely: state executive bodies, local self-government bodies, other legally authorized entities authorized by the State to perform the functions of public administration, they are also referred to as delegated authority entities. A specific feature of normative legal acts of public administration entities is their subordinate nature. The legal acts issued by the bodies of the public administration system in Ukraine establish generally binding rules of conduct, are in force many times over and are aimed at implementing and detailing norms of the Constitution and laws of Ukraine.

The classification of such legal acts is important. It is necessary for a clear understanding of their legal force, significance, territorial scope, and duration of validity. One of the most common classifications is based on the entities that adopt regulatory acts. For example, according to Part 1 of Article 1 of the Law of Ukraine «On the Cabinet of Ministers of Ukraine» the Cabinet of Ministers of Ukraine (CMU) is the highest body in the system of executive authorities. The Cabinet of Ministers, on the basis and in execution of the Constitution and laws of Ukraine, acts of the President of Ukraine, and resolutions of the Verkhovna Rada of Ukraine adopted in accordance with the Constitution and laws, issues binding acts in the form of resolutions and orders. However, acts of a normative nature are adopted specifically in the form of resolutions.

The system of executive authorities also includes central executive bodies, namely ministries and other central executive bodies. Within its powers, a ministry, on the basis and in execution of the Constitution and laws of Ukraine, acts of the President, resolutions of the Verkhovna Rada, and acts of the Cabinet of Ministers, issues orders signed by the minister.

Local state administrations are also part of the executive system. According to Article 41 of the Law of Ukraine «On Local State Administrations» heads of local state administrations issue orders individually and bear responsibility for them in accordance with the law. Regarding local self-government, Article 59 of the Law of Ukraine «On Local Self-Government in Ukraine» provides that councils, within their powers adopt normative and other acts in the form of decisions.

To perform certain functions for the implementation of state policy in accordance with Article 16 of the Law of Ukraine «On central bodies of executive power» other central bodies of executive power - bureaus, services, agencies, inspections, as well as commissions, for example: National Commissions for the Regulation of Natural Monopolies and funds - Pension Fund of Ukraine, State Property Fund of Ukraine,

may be formed in the system of central bodies of executive power, the formation of which as bodies of executive power is provided for by special acts of current legislation. State agencies, services, and inspectorates are not authorized to adopt normative acts, but may submit their proposals regarding policy formulation and the adoption of such acts to the relevant minister and the Government. However, all of the aforementioned bodies adopt orders of an organizational and administrative nature.

The preparation of draft acts of the CMU is regulated in detail by the Rules for the preparation of draft acts of the CMU and the Regulations of the CMU. Before the drafting process begins, the competence of the Cabinet of Ministers must be clarified in accordance with Articles 6, 19, and 116 of the Constitution of Ukraine. The development of the draft act begins immediately after receiving the relevant task. The main developer of the draft act of the Cabinet of Ministers is the body that submits the draft act to the Cabinet of Ministers. The draft Cabinet of Ministers act is subject to mandatory approval by all the bodies concerned, as well as by the Ministry of Finance, the Ministry of Economy and the Ministry of Digital Affairs.

During the drafting of an act of the Cabinet of Ministers, the developer examines the state of affairs in the relevant field, identifies the problem that needs to be solved, analyzes the reasons for its occurrence, determines the goals and chooses ways to achieve them, determines the list of interested parties and predicts the impact of the implementation of the act on their interests. The draft resolution of the Cabinet of Ministers is subject to processing for compliance with Ukraine's obligations in the field of European integration, taking into account the law of the European Union (EU acquis).

The next stage is the assent procedure, which is compulsory. The Ministry of Digital conducts a digital examination of the draft act of the Cabinet of Ministers. Equally less important is the anti-corruption expertise of the National Agency for the Prevention of Corruption. Then public consultations with representatives of interested parties and the public. The following stages include legal examination conducted by the Ministry of Justice, consultations with the European Commission, submission of draft acts of the Cabinet of Ministers for consideration by the Cabinet of Ministers.

Signature of documents, a cover letter an explanatory note, a certificate of approval, a protocol for agreeing positions on the draft act of the Cabinet of Ministers shall be subject to the qualified electronic signature of the head of the body that is the main developer or the person replacing it. After submission, the Secretariat edits the documents in accordance with the rules for drafting normative acts and makes amendments.

Consideration of draft acts of the Cabinet of Ministers. First at a meeting of the government committee, the project is included in the agenda. Then at a meeting of the Cabinet of Ministers. After approval, the act is signed by the Prime Minister, published in the «Official Gazette of Ukraine» and on the website of the CMU. The resolution of the Cabinet of Ministers enters into force from the day of its official publication, unless otherwise provided by such a resolution but not earlier than the day of its publication.

For central executive bodies, there is no single unified regulation governing the drafting of normative legal acts. Therefore, the procedure is regulated by a number of legal acts, including the Law of Ukraine «On Lawmaking Activity» and the Regulation on State Registration of Normative Legal Acts of Ministries and Other Executive Bodies, approved by Resolution № 731 of the Cabinet of Ministers of Ukraine of 28 December 1992.

Within the system of public administration, executive bodies of local self-government prepare and adopt their normative legal acts in accordance with the Law of Ukraine «On Local Self-Government in Ukraine». Council decisions are adopted at plenary sessions after discussion by a majority of deputies from the total composition of the council. Normative acts of local self-government bodies enter into force from the date of their official promulgation, unless a later date is specified.

Heads of local state administrations issue orders individually and bear responsibility for them in accordance with the law. Draft normative acts are coordinated with heads of relevant structural units and are subject to public discussion through publication in accordance with the Law of Ukraine «On Access to Public Information». Such acts are subject to state registration with justice authorities and enter into force after registration and official publication, unless a later date is specified**.**

Results. Research shows that the public administration system in Ukraine consists of several groups of entities authorized to adopt regulatory acts. These include the Cabinet of Ministers of Ukraine, central executive bodies, local state administrations, local self-government bodies, and other entities to which powers have been delegated. However, the procedure for drafting and adopting regulatory acts within the public administration system is complex and multi-stage. It is designed to ensure the legality, effectiveness, and transparency of public administration.

Conclusions. The procedure for adopting regulatory acts within Ukraine's public administration system involves many stages and offers certain advantages, such as mandatory legal and anti-corruption reviews and public consultations. At the same time, this procedure remains quite bureaucratic, which sometimes slows down the decision-making process. Overall, the system promotes the realization of public interests, the protection of citizens' rights, and effective governance, but it still requires further simplification and digitization to improve efficiency without compromising the quality of regulatory acts.

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INTERPRETATIVE-LEGAL ACT: CONCEPT, PROPERTIES, TYPES

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Problem Statement. In the context of modern law enforcement, the correct understanding and implementation of legal norms are impossible without their official clarification. An interpretative-legal act plays a key role in ensuring a uniform understanding of the law, but its legal nature, properties, and classification criteria often remain the subject of scientific debate.

Objectives. The aim of the work is a comprehensive analysis of the interpretative-legal act, defining its basic concept, isolating the essential properties that distinguish it from other legal acts, and systematizing its main types.

Methods. The study combines methods of formal-dogmatic analysis (to define the concept), the method of classification (to establish types of acts), and system analysis (to understand the role of interpretative acts in the legal system of Ukraine).

In legal literature, interpretative acts are understood as act-documents containing specifying normative prescriptions that express the clarification of legal norms to ensure their uniform understanding and application. From other legal acts, an interpretative act differs by a number of specific features. It does not create new normative prescriptions, nor does it change or cancel existing ones; it only reveals the true meaning of the legislator's will embedded in the legal norm.

The main properties of interpretative-legal acts lie in their derivative nature: they completely depend on the normative-legal act they interpret and are used in inseparable unity with it. In addition, they are binding on those to whom they are addressed (or generally binding on all subjects who apply the interpreted norms), do not go beyond the scope of the interpreted norm, and perform a subordinate, specifying function.

Interpretative acts can be classified according to various criteria. By the subject of interpretation, they are divided into acts of authentic (adopted by the body that issued the norm) and delegated (issued by specially authorized bodies, for example, the Constitutional Court) interpretation. By external form, they can be resolutions, rulings, clarifications, information letters, etc. By the scope of action, they are differentiated into acts of normative interpretation (have a general character and apply

to an indefinite circle of persons) and casual interpretation (relate exclusively to a specific legal case).

Results. It has been established that an interpretative-legal act is a specific legal document of a derivative nature that does not create new norms but ensures the correct and uniform application of existing ones. Its main properties are dependence on the primary act, binding nature, and specifying function. A clear classification of these acts contributes to a better understanding of their hierarchy and role in legal practice.

Conclusions. The interpretative-legal act is an integral element of the mechanism of legal regulation. By eliminating ambiguities and detailing legal prescriptions, these acts prevent legal errors and guarantee compliance with the principles of legality and the rule of law. A deep understanding of their properties and types is necessary for both legal theorists and practicing lawyers.

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THE CONCEPT OF LEGAL CULTURE OF AN INDIVIDUAL IN UKRAINE

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Problem Statement. The vector of European integration and the realities of war transform an individual's legal culture into the foundation of Ukraine's national resilience and conscious civilisational choice. It acts as an effective safeguard against legal nihilism, ensuring the stability of the rule of law not through external coercion, but through the citizen's inner need to respect the rights and dignity of others, even in times of crisis.

The current stage of state-building requires a shift from the passive assimilation of legal norms to the formation of an active legal stance and responsible behaviour on

the part of the individual. The systematic development of the intellectual and value-based components of legal consciousness is a key prerequisite for the development of a mature civil society and the definitive establishment of Ukraine as a European rule-of-law state.

Objectives. The main objectives of the research are to provide a theoretical justification for the nature of an individual's legal culture as a coherent system of knowledge, values and actions, and to identify effective mechanisms for its development in Ukraine with a view to establishing the rule of law and building a stable civil society.

Methods. Analysis, synthesis, deduction, and the comparative-legal method were employed to investigate the phenomenon of individual legal culture; a wide range of scientific monographs, academic articles, and legal sources have been processed and analyzed to define its structural components and evolutionary stages.

Results. An individual's legal culture is a fundamental category of modern legal theory, reflecting the qualitative state of an individual's legal development and their ability to act within the legal framework on the basis of humanism. It is not an isolated phenomenon, but rather an integral component of general culture, grounded in its moral, ethical and philosophical foundations. The genetic, functional and value-based connection between these categories leads to the perception of law not merely as a set of technical norms, but as a profound social value, where justice, honour and dignity are the primary guiding principles.

The interconnection between legal culture and legal consciousness has a profound dialectical nature: legal consciousness forms the ideological and psychological foundation ('inner voice'), whilst legal culture is the qualitative manifestation of this foundation in real life. As 'legal consciousness in action', culture transforms abstract legal ideas into everyday practice, permeating all aspects of a person's existence – from professional activities to everyday communication. A high level of legal culture implies that an individual obeys the law not out of fear of external coercion, but through a deep inner conviction in the justice and social utility of existing norms.

The internal architecture of an individual's legal culture is built as a clearly structured system encompassing intellectual (knowledge of legislation), emotionaly-psychological (personal convictions) and behavioural (actual actions) components. True culture begins not with the mechanical memorisation of texts, but with a person's ability to distinguish the 'letter of the law' from its 'spirit', which prevents the manipulation of legal knowledge. The highest form of realising this structure is conscious legal activity.

In a democratic society, legal culture performs a number of critical functions: cognitive, regulatory, value-normative and communicative. It acts as a 'barometer of public life', determining the real effectiveness of laws, for without the appropriate cultural foundation, the legal system remains merely declarative. It takes on particular significance as an 'internal safeguard' against despotism and the arbitrariness of power structures: a citizen with a high level of legal culture perceives their rights not as a gift from the state, but as inherent opportunities requiring active and professional protection.

The main means of fostering such a culture in modern Ukraine are legal education, systematic schooling and the influence of the mass media. Whilst education ensures the rational acquisition of knowledge and mechanisms for the protection of rights, upbringing transforms this knowledge into deep-seated psychological attitudes. In the context of digital transformation, the media are becoming a key arena for legal communication, where the humanisation of the law takes place through concrete examples and analysis. However, this process requires an increase in the media literacy of society to avoid distortions in legal consciousness caused by the media's pursuit of sensationalism or the romanticisation of unlawful behaviour.

Ukraine's current process of European integration requires society to undergo a profound 'worldview adaptation' and a shift from paternalistic attitudes towards individual legal activism. The state of citizens' legal culture is directly determined by the effectiveness and integrity of the law enforcement and judicial systems: only procedural justice and the eradication of corruption can restore trust in institutions. Under martial law, an individual's legal culture acquires the status of a factor in national resilience, where every subjective right is perceived as a value requiring respect and protection, ensuring the internal cohesion of the state on the path to the European legal community.

Conclusions. Legal culture of an individual is the conscious combination of legal knowledge, moral values and active lawful behaviour, which transforms the law from an external constraint into an individual's inner need. It is the foundation of a democratic state and civil society, where the rule of law, human dignity and responsibility form the basis of everyday social practice and successful European integration.

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LEGAL FOUNDATIONS OF STATE-BUILDING IN DEMOCRATIC SOCIETIES

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Problem Statement. The relationship between law and state-building is fundamental to understanding the development of modern democratic states. Law serves as a crucial mechanism for regulating social relationships and structuring public authority. Simultaneously, the establishment of a stable state system heavily relies on the effectiveness of legal norms and institutions. As a result, exploring the interplay between law and the process of state-building remains a pertinent focus within legal science.

Objectives. This research aims to analyze the role of law in state-building, highlighting the necessity of a well-developed legal system for the proper functioning of democratic states.

Methods. The study employed various scientific methods. Analytical methods were used to review academic articles and legal literature on the theory of state and law. The generalization method was applied to distill key perspectives from scholars regarding state-building processes. Additionally, the historical method was utilized to trace the evolution of ideas surrounding law and state formation, particularly in Ukraine.

Results. Law serves as an essential component in organizing and ensuring the functionality of the state. Legal norms help regulate social relations and enforce rules binding citizens and state institutions. Researchers underscore that law fosters societal stability and order while safeguarding individual rights and freedoms.A cornerstone of modern state-building is adherence to the rule of law. This principle mandates that governmental activities be rooted in legal norms and constitutional frameworks. Upholding the rule of law guarantees equality before the law for all individuals and acts as a safeguard against power abuse. Scholars assert that democratic state-building is unattainable without firmly embedding this principle. In Ukraine, advancements in state-building have been closely intertwined with the evolution of legal theory and constitutional values. Ukrainian experts emphasize historical legal traditions and advocate for ongoing legislative reforms to strengthen democratic

institutions. The legal system must align with societal requirements to ensure effective governance and public accountability.

Conclusions. To conclude, law holds an indispensable position in shaping state-building processes by regulating societal interactions and defining state power structures. A robust legal system and unwavering commitment to the rule of law are foundational for fostering democratic development. Therefore, continuous legislative improvement and reinforcement of legal institutions remain pivotal priorities in advancing Ukraine's state-building efforts.

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THE CORRELATION BETWEEN THE CONCEPTS OF "TIME PERIOD" AND "TERM"

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Problem Statement. The increasing use of temporal categories in legal regulation highlights the necessity of clearly distinguishing between the concepts of "time period" and "term". Despite their frequent interchangeable use in everyday language, ambiguity in their legal interpretation may lead to inconsistencies in law enforcement and legal drafting. The lack of terminological clarity raises a theoretical and practical problem regarding their correlation and proper application within different branches of law.

Objectives. The main objective of this study is to analyze the correlation between the concepts of "time period" and "term" in legal doctrine and legislation.

The specific objectives are: to define the legal nature of both concepts; to examine their legislative interpretation, particularly under Article 251 of the Civil

Code of Ukraine; to identify similarities and differences between them; to assess their role in legal regulation and law enforcement practice.

Methods. The research is based on a combination of general scientific and special legal methods, including:

– formal-legal method – for analyzing legislative provisions, particularly Article 251 of the Civil Code of Ukraine;
– comparative method – for distinguishing between the concepts of "time period" and "term";
– doctrinal analysis – for examining scholarly approaches (e.g., V. O. Popeliushka, T. M. Vakhonieva);
– logical method – for generalizing findings and establishing the correlation between the concepts.

Time as a legal category plays a fundamental role in regulating social relations, as it establishes the framework within which rights and obligations arise, change, and terminate. In this context, the concepts of "time period" and "term" function as key instruments of legal regulation. Their legislative definition, provided in Article 251 of the Civil Code of Ukraine, clearly distinguishes between them: a time period refers to a duration of time, whereas a term denotes a specific moment in time associated with legal consequences.

Time periods are widely applied in civil law to define the limits within which subjects of law may exercise their rights or must fulfill their obligations. For example, limitation periods, contractual durations, and procedural deadlines ensure legal certainty and order in civil turnover. They contribute to stability in legal relations by encouraging timely actions and preventing indefinite legal uncertainty. A time period may be determined in various ways, including by indicating its duration (years, months, days), by specifying a calendar date, or by referring to an inevitable event.

In contrast, terms are linked to precise legal facts that occur at a clearly defined moment. The occurrence of such a moment triggers legal consequences, such as the emergence, modification, or termination of legal relations. For instance, the moment of opening of inheritance or the exact date of contract expiration represents a term rather than a time period.

A significant contribution to the understanding of the correlation between these concepts is made by T. M. Vakhonieva. The scholar emphasizes that the differentiation between "time period" and "term" in civil legislation is not merely formal but reflects their fundamentally different legal nature. According to Vakhonieva, these categories characterize distinct temporal indicators and therefore cannot be treated as identical. At the same time, she proposes a nuanced approach, arguing that terms should be considered as structural elements of time periods, since they define their boundary limits, such as the beginning or end of a given duration.

This position allows for a more comprehensive understanding of their interrelation: while time periods represent a continuous temporal span, terms function as reference points within that span. Such an approach reconciles the distinction between the concepts with their practical interconnectedness in legal regulation.

Results. The study demonstrates that:

– legislation clearly differentiates between “time period” and “term” based on duration versus a specific moment in time;
– both concepts serve as essential instruments for regulating legal relations;
– a time period establishes the temporal limits for exercising rights and obligations, while a term determines the exact момент of legal consequences;
– doctrinal approaches vary, but the dominant position supports their differentiation, with some scholars viewing terms as elements within time periods.

Conclusions. The correlation between the concepts of “time period” and “term” is based on their shared temporal nature but differs in their legal function and method of determination. A time period represents a span of time with defined boundaries, whereas a term denotes a specific момент that triggers legal consequences. Their clear differentiation is crucial for ensuring legal certainty, accurate interpretation of legal norms, and consistency in law enforcement practice. Terminological precision, therefore, constitutes an essential prerequisite for the effective functioning of the legal system.

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PYLYP ORLYK AND THE ORIGINS OF UKRAINIAN CONSTITUTIONAL LAW

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Problem Statement. Despite considerable scholarly interest in Pylyp Orlyk's 1710 Constitution within Ukrainian academia, its legal nature and actual contribution to the development of the constitutional tradition in Ukraine remain subjects of debate. The document's lack of practical implementation, due to its adoption in exile, raises questions as to whether it should be regarded as a fully-fledged legal act or rather as a political declaration.

Objectives. The aim of this study is to clarify the legal nature of the Orlyk Constitution and to determine its place in the origins of Ukrainian constitutional law, taking into account both the content of the document and the historical circumstances of its creation.

Methods. The study employs a historical-legal method to analyse the document in the context of its time; a comparative-legal method to examine similarities with European constitutional acts of the late 17th and early 18th centuries; and a formal-legal method to analyse the structure and normative content of its provisions.

The 'Pacts and Constitutions of the Laws and Liberties of the Zaporizhian Host' were signed on 5 April 1710 in Bendery between the newly elected Hetman Pylyp Orlyk and representatives of the Cossack leadership. The document consists of a preamble and 16 articles outlining the principles of governance in the Hetmanate.

The preamble provides a historical justification for the Ukrainian Cossacks' right to statehood and independence from the Tsardom of Moscow, thus giving the document both legal and political significance. Among its key provisions is the establishment of the General Council as the highest representative body, to be convened three times a year. The Hetman was restricted from making major state decisions without its consent, reflecting the principle of limiting autocratic power.

Several provisions regulate financial relations by distinguishing between the state treasury and the Hetman's personal funds, representing an early example of the separation of public and private finances. The Constitution also includes safeguards protecting ordinary Cossacks and commoners from abuses by senior officers, demonstrating an emerging rights-protection function of constitutional acts.

The document also has an international dimension: it was drafted with the support of Charles XII of Sweden and aimed to demonstrate to European states the legitimacy of the newly elected Hetman and his claims to restoring Ukrainian statehood.

Results. The 1710 Constitution establishes the contractual nature of relations between the Hetman and the Zaporizhian Host. It provides for regular sessions of the General Council, limits the Hetman's authority—particularly in financial matters—and includes provisions protecting the rights of both Cossacks and the broader population. These elements reflect the influence of early constitutionalist ideas developing in Europe at that time.

At the same time, the Constitution was adopted in exile and never implemented in practice, which supports the view that it also functioned as an instrument for legitimising Orlyk's authority before foreign allies, particularly Sweden and the Ottoman Empire.

Conclusions. Pylyp Orlyk's Constitution of 1710 represents a unique phenomenon in Ukrainian legal history, combining features of both a legal act and a political declaration. Despite its lack of practical implementation, the document reflects a high level of legal thought in early 18th-century Ukrainian society and establishes key principles—limitation of power, representation, and protection of rights—that later became foundational to Ukrainian constitutionalism. For this reason, it is rightly regarded as one of the origins of Ukrainian constitutional law.

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THE PRINCIPLE OF A SECULAR STATE IN THE CONSTITUTIONAL LAW OF UKRAINE

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Problem Statement. The principle of a secular state is a fundamental basis of the constitutional order, ensuring ideological neutrality of public power and freedom of conscience. In the context of the full-scale invasion of Ukraine, the issue of state-church relations has gained particular urgency, specifically regarding the influence of the Russian Orthodox Church (ROC) as an instrument of hybrid warfare. The adoption of Laws No. 2662-VIII, No. 2673-VIII, and No. 3894-IX, along with the decisions of the Constitutional Court of Ukraine, requires systematic scientific reflection.

Objectives. The research aims to: trace the genesis of secularism and compare international models of state-church relations; analyze the normative consolidation of the separation of church and state in Ukraine; and systematize judicial practice regarding the legal status of religious organizations.

Methods. The study was conducted using a complex of scientific methods. The historical method allowed tracing the evolution of secularism from the Westphalian Peace of 1648, which laid the foundation for state sovereignty and religious tolerance, to the Enlightenment era, represented by the ideas of J. Locke and I. Kant. Special attention was paid to the transformation of the secular principle during the Soviet period, particularly the analysis of the Decree of 1918 and the Instruction of 1961, which demonstrated a model of total state control over religious institutions.

The comparative-legal method was applied to analyze the separation (USA, France), cooperation (Germany), and state church (UK) models. The study highlighted the French principle of *laïcité* and the German system of public-law corporations. Case-law analysis was used to examine the motives of the CCU (specifically Decision No. 12-rp/2016 and No. 4-r/2022) and the ECHR (*Kokkinakis v. Greece*, *Leyla Şahin v. Turkey*). The research focuses on the distinction between forum internum (absolute inner beliefs) and forum externum (manifestation of religion), which can be limited by law to protect public order and national security.

Results. The study identifies Ukraine as a representative of the separatist model based on mutual non-interference. Key legislative acts (Laws No. 2662-VIII and No. 2673-VIII) regulate the transparency of names for organizations with centers in the aggressor state and the procedure for changing religious subordination. The CCU Decision No. 4-r/2022 confirmed that such regulations do not violate the principle of secularism but ensure national security. During the research, it was found that the separation of church and state does not mean the absence of legal control, especially in the conditions of armed conflict.

Conclusions. The evolution of secularism in Ukraine marks a transition from the Soviet controlled model to a democratic approach. The analysis shows that modern state-church relations are defined by a balance between the internal autonomy of communities and the regulatory role of the state. Understanding the historical and legal context of secularism helps to better understand the current challenges facing Ukraine and the ways to improve legislation to strengthen the foundations of a secular society.

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CAUSES OF THE DEFEAT OF THE NATIONAL LIBERATION STRUGGLE OF THE UKRAINIAN PEOPLE FOR THEIR STATE INDEPENDENCE (1917–1923)

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Problem Statement. The events of 1917–1923 represent the first large-scale attempt at modern Ukrainian state-building in the twentieth century. During this period Ukrainians proclaimed independence and created governmental institutions, an army, legislative bodies, and diplomatic missions. Traditionally, these events are

often interpreted as the defeat of Ukrainian statehood. However, a deeper analysis raises the question of whether this period should be considered only a failure or also an important stage in the formation of the Ukrainian political nation.

The relevance of this topic is determined by the fact that many challenges faced by Ukraine at that time—political fragmentation, the effectiveness of state institutions, foreign alliances, and internal unity—remain important today. Therefore, studying the causes of the defeat of Ukrainian statehood in 1917–1923 allows us to better understand both historical processes and contemporary political realities.

Objectives. The objective of this research is to determine whether the defeat of Ukrainian statehood in 1917–1923 was primarily caused by internal factors or external pressures.

The study aims to:

– analyze the historical circumstances of Ukrainian state formation;

– identify the main internal problems that weakened Ukrainian state institutions;

– evaluate the influence of external military and geopolitical factors.

Methods. The research is based on historical analysis, comparative analysis, and the generalization of scholarly literature concerning the Ukrainian Revolution of 1917–1923. These methods made it possible to examine the interaction between political, military, and social factors that influenced the development and decline of Ukrainian statehood during this period.

Results. The study demonstrates that Ukrainian statehood between 1917 and 1923 was represented by several political formations rather than a single stable state system. These included the Ukrainian People's Republic (UPR), the Western Ukrainian People's Republic (WUPR), the Ukrainian State under Hetman Pavlo Skoropadskyi, and later the Directory of the UPR led by Symon Petliura. These entities often acted independently instead of functioning as a unified political structure.

Several internal factors significantly weakened Ukrainian statehood. These included fragmentation among the political elite, frequent governmental changes, weak administrative institutions, and the absence of a strong regular army. In addition, the population remained socially divided and the idea of national independence did not unite all social groups equally.

At the same time, Ukraine faced considerable external pressure. Bolshevik Russia attempted to restore control over Ukrainian territories through continuous military aggression, while the Western Ukrainian People's Republic was engaged in armed conflict with Poland. Furthermore, Ukraine lacked stable international support, and its geopolitical position between powerful neighboring states increased its vulnerability.

Conclusions. The defeat of Ukrainian statehood in 1917–1923 resulted from a complex combination of internal and external factors. Internal problems included political fragmentation, weak state institutions, insufficient military organization, and limited social support. External factors included aggression from Bolshevik Russia, the war with Poland, the absence of stable international support, and unfavorable geopolitical conditions.

Despite the political and military defeat, this period played a crucial role in the formation of the Ukrainian political nation. Ukrainians created governmental institutions, organized military forces, and established diplomatic contacts. Therefore, the events of 1917–1923 should be regarded not only as a defeat but also as an important stage in the development of Ukrainian statehood and national consciousness.

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JUDICIAL RESPONSIBILITY IN UKRAINE

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Problem Statement. Judicial responsibility in Ukraine is an important component of the rule of law and a necessary condition for ensuring fairness, legality, and public confidence in the judicial system. In the context of judicial reform and anti-corruption policy, the issue of judges' accountability has become especially relevant. At the same time, the responsibility of judges must be combined with the principle of judicial independence, which is one of the basic guarantees of democratic justice.

Objectives. The purpose of this research is to examine the essence of judicial responsibility in Ukraine, identify its main forms, and determine its role in the development of an independent and transparent judicial system.

Methods. The study is based on general scientific and legal research methods, including analysis, synthesis to generalize scientific approaches, comparison, and interpretation of legal provisions. Particular attention is paid to the norms of Ukrainian legislation, the principles of judicial ethics, and the institutional mechanisms of disciplinary responsibility.

Judicial responsibility in Ukraine is a key element of ensuring the rule of law, judicial independence, and public trust in the justice system [6].

The responsibility of judges in Ukraine includes disciplinary, civil, criminal, and ethical dimensions regulated by legislation and judicial governance institutions [9].

A judge must remain independent in decision-making, but judicial independence does not exclude accountability for misconduct, abuse of office, or violation of professional ethics [6].

The High Council of Justice plays a central role in the process of bringing judges in Ukraine to disciplinary responsibility [9].

Disciplinary liability of judges is intended not to influence judicial discretion, but to prevent corruption, negligence, bias, and violations of procedural standards [9].

Criminal responsibility of judges arises in cases involving corruption offenses, abuse of power, or other grave violations established by criminal legislation.

An effective mechanism of judicial responsibility should balance two principles: protection of judges from political pressure and accountability before society.

Judicial reform in Ukraine is aimed at improving transparency, integrity, and responsibility of judges in accordance with European standards.

The implementation of ethical standards and integrity checks is an important deterrent for reducing judicial misconduct.

Strengthening judges' responsibility in Ukraine remains essential for the development of a fair, transparent, and democratic judicial system.

Results. The analysis shows that judicial responsibility in Ukraine has a complex and multidimensional character. It combines legal accountability with ethical standards and institutional control mechanisms. The principle that "a judge is free of any illegitimate influence, pressure or interference" confirms the importance of judicial independence in the administration of justice [9]. At the same time, ethical responsibility remains fundamental. Proper regulation of judges' responsibility contributes to preventing abuses, strengthening judicial integrity, and increasing public trust in courts.

Conclusions. Judicial responsibility in Ukraine is a necessary condition for the effective functioning of the judiciary and protection of democratic values. A balanced approach to judges' accountability helps ensure both independence and integrity of the courts. Further improvement of this institution should be connected with strengthening legal safeguards, improving disciplinary procedures, and ensuring compliance with European standards of justice.

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LEGAL ENGLISH IN INTERNATIONAL LEGAL PRACTICE AND PROFESSIONAL COMMUNICATION

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Problem Statement. The development of international cooperation, globalization of legal relations, and the expansion of cross-border activities significantly influence the requirements for modern legal professionals. Today, lawyers increasingly operate in an international environment where communication often takes place in English. This tendency is especially noticeable in areas such as international business law, human rights protection, contract law, and cooperation with international institutions.

In such conditions, English becomes not only a means of everyday communication but also a professional tool that allows lawyers to perform their functions effectively. However, legal language differs substantially from general English due to its precision, formal style, and specific terminology. As a result, the study of Legal English is becoming an essential component of legal education, and its importance continues to grow.

Objectives. The purpose of this research is to analyze the role of Legal English in international legal practice and professional communication of future lawyers. The research also aims to identify the key difficulties associated with learning legal terminology and to determine the importance of integrating Legal English into professional training. In addition, attention is paid to the role of intercultural communication in the context of international legal activity.

Methods. The research is based on general scientific methods, including analysis, synthesis, comparison, and generalization. It involves the study of academic literature on Legal English, legal linguistics, and international communication. The research also considers practical aspects of legal activity, such as drafting legal documents, interpreting legal texts, and communicating in professional situations. A comparative approach is used to distinguish between general English and legal language, as well as to evaluate the role of English in modern legal practice. The research also takes into account the requirements of the labor market and the current tendencies in legal education.

Results. The conducted analysis confirms that Legal English plays a key role in the professional development of future lawyers. First of all, it provides access to international legal sources, including treaties, conventions, contracts, court decisions, and academic publications. The ability to work with such materials significantly expands professional opportunities and allows lawyers to operate within the global legal environment.

Furthermore, Legal English serves as an essential tool of professional communication. Lawyers use English to communicate with foreign clients, participate in negotiations, prepare legal opinions, and engage in international legal proceedings. In this context, the ability to use precise and appropriate legal terminology is crucial for ensuring clarity and avoiding misunderstandings.

At the same time, mastering Legal English is associated with a number of difficulties. One of the main challenges is the complexity of legal terminology. Legal terms often have specific meanings that differ from their everyday usage, and their interpretation may depend on the legal system in which they are applied. This requires students to develop not only linguistic skills but also a deeper understanding of legal concepts.

Another difficulty lies in the formal and structured nature of legal language. Legal texts are often characterized by long sentences, passive constructions, and fixed expressions, which may complicate comprehension. As a result, students may find it difficult to both understand and produce legal texts in English.

Intercultural communication also plays an important role in international legal practice. Lawyers must be aware of differences in legal traditions, communication styles, and professional expectations. In some cases, even minor differences in wording or tone may lead to misunderstandings or affect the outcome of legal interaction. Therefore, effective use of Legal English requires not only knowledge of language but also the ability to adapt communication to different cultural contexts.

In addition, traditional approaches to teaching Legal English are often insufficient. Students may learn terminology but lack opportunities to apply it in practice. This creates a gap between theoretical knowledge and real professional requirements. To overcome this problem, it is necessary to introduce more practice-oriented methods, such as case studies, role plays, drafting exercises, and analysis of authentic legal documents.

Conclusions. Legal English is an integral component of modern legal education and an essential tool for participation in international legal practice. It enables future

lawyers to access professional information, communicate effectively, and operate within the global legal environment.

At the same time, mastering Legal English requires a comprehensive approach that combines linguistic training, legal knowledge, and intercultural competence. Improving the quality of teaching in this field, increasing the level of practical training, and focusing on real professional situations will contribute to the development of highly qualified and competitive legal professionals capable of working in an international context.

Further research may focus on practical methods of teaching Legal English and the use of authentic legal materials in the professional training of law students.

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GENDER EQUALITY IN THE FOCUS OF INFORMATION WARS: MANIPULATION, RISKS, AND COUNTERMEASURES

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Problem Statement. In the twenty-first century, information wars have become a key component of hybrid conflict, allowing political actors to shape public opinion and social behaviour without direct physical coercion. Gender issues are especially vulnerable to such influence because they can be exploited to intensify social polarisation, reproduce stereotypes, and discredit the principle of equality. Accordingly, gender equality in the information space has acquired not only social, but also democratic and security-related significance.

Objectives. The aim of this study is to identify the main forms of gender-based manipulation in information wars and to assess their impact on the implementation of gender equality policy and on women's participation in public life.

Methods. The research is based on general scientific methods, including analysis, synthesis, comparison, and generalisation. Elements of discourse analysis are also applied in order to examine manipulative narratives, disinformation practices, and their influence on public perceptions of gender equality.

Results. Information attacks in the gender sphere are disseminated through traditional media, social networks, visual manipulation, and misleading or false narratives. Their effectiveness is largely explained by the use of pre-existing stereotypes and long-standing social prejudices. One of the most widespread techniques is the reproduction of traditional views on the roles of women and men. Within such narratives, women are portrayed primarily as caregivers and guardians of the home, whereas their participation in professional, political, military, or civic life is minimised or ignored. At the same time, contemporary approaches to equality are often framed as a threat to social stability or so-called traditional values. As a result, anti-discrimination policy may be presented not as a legitimate human rights imperative, but as an externally imposed ideological project.

Another important manifestation of gender manipulation in information wars is the discrediting of women in the public sphere. This is achieved through false reports, fabricated quotations, manipulated images, humiliating memes, and other forms of informational distortion. In such campaigns, attention is deliberately shifted from women's competence and professional achievements to their appearance, emotionality, or family status. This creates additional barriers to women's participation in politics, public administration, the security sector, and civic activism, while also undermining trust in feminist and human rights initiatives.

A further serious consequence is technology-facilitated violence against women, including cyberbullying, sexist hate speech, stalking, doxxing, reputational attacks, and the unlawful dissemination of personal information. Such practices produce a double effect: they directly harm individual women and, at the same time, push women out of the digital public sphere, thereby reducing their participation in social and political discussion.

In the context of the full-scale Russian-Ukrainian war, gender-based manipulation has become part of a broader disinformation strategy. Propaganda reinforces the image of women as exclusively domestic actors while simultaneously downplaying their contribution to military service, volunteering, medicine, governance, and civil society. Such narratives are aimed not only at individual women, but also at societal resilience as a whole, because they weaken recognition of women's real contribution to the defence of the state and to the functioning of society under wartime conditions.

Conclusions. Counteracting the negative impact of information wars on gender equality requires a comprehensive approach. First, it is necessary to strengthen media and information literacy, develop skills of source verification, and foster the ability to recognise manipulation and critically assess media content. Second, legal and institutional mechanisms for protection against cyberbullying, digital discrimination, and technology-facilitated violence should be improved. Third, greater support should be provided for initiatives aimed at ensuring women's safety and equal participation in the digital space. Therefore, the harmful effects of information wars on gender equality can be mitigated only through the combination of educational, legal, and communicative measures.

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CONSTITUTIONAL AND LEGAL SUPPORT FOR THE SEPARATION OF POWERS

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Problem Statement. In Ukraine the public administration system has been changed through decentralization, now the number of decisions at the local level is increasing. But it is necessary to determine and consolidate who is responsible for what (state, region, community). This helps to regulate the horizontal flow of power from the center to communities, which independently decide their own affairs. Legalization of such interaction and powers makes management more effective, local communities become stronger.

Objectives. The publication analyzes the constitutional and legal foundations of the division of powers between state authorities in Ukraine, regions, and local governments.

Methods. Various scientific methods have been used for the research. The study and generalization of information revealed the essence and features of the distribution of public powers. A system approach has been used to analyze laws and documents. Functional analysis helped determine the distribution of responsibilities at different levels of management.

Results. In Ukraine, two main approaches to local self-government constantly coexist: one is the desire to have a single control center for the entire country, which cares about the common good of all people. The other is the desire of most local communities to have more freedom: to independently decide on their everyday affairs

and manage their own funds. It is necessary to find a middle ground between these two approaches for Ukrainian society to be truly mobile and successful.

The following features describe how power is divided during decentralization, and are based on several important ideas:

– everyone acts in harmony, as one team, one big system of the country;
– different levels of leadership should help each other, powers and funds should be shared fairly;
– the government should be close to the people, communicate with them, involve them.
– the public participates in making decisions that are important for it and the entire state;
– to fulfill the powers of local governments, everything necessary must be available – money, resources, infrastructure, partnership [2, p. 5].

All conditions for the functioning of local self-government in Ukraine have been created, which is recorded at the legislative level and in the legal sphere. They were written into the Constitution [3] and joined the European Charter of Local Self-Government [1]. But after the adoption of the Constitution, the development of these rules slowed down a bit. Many communities lacked money, so in order to fully function and provide the necessary services, they must receive state aid and investors. There was a need for reform to improve the operation of the local government system, and in general, its efficiency.

Therefore, the emergence of the Concept of Reforming Local Self-Government and Territorial Organization of Power in Ukraine is natural. Local authorities have received a solid legal basis for their work. This also guarantees unhindered receipt of all public services on the ground, and communities have received more rights and opportunities. The Concept began to be implemented in 2014. A specific action plan for the creation of effective local communities has also been approved [4]. Within a year, a law that allowed communities to voluntarily unite was passed. Now villages and cities could unite into larger units, taking into account the needs of residents and available resources. Thanks to this, over 1,400 united communities appeared in Ukraine. Most of them later held local elections, electing new leaders and deputies.

The changes also affected finances, so Ukraine updated the laws on the budget and taxes. Thanks to this, cities and villages have become more independent in financial matters. For example, they have started to receive more money from taxes, as well as from local payments. This way they are becoming financially stronger.

So, the way the relations between the state, regions and local communities has changed in Ukraine. The country is abandoning the old approach, where all decisions were made according to the vertical principle, and is gradually giving more autonomy to the regions, as well as making local authorities stronger – in united communities. These transformations are leading Ukraine towards European principles. To achieve this, it is necessary to further amend the laws, provide sufficient funds and find the right balance in the distribution of responsibilities between the state, regions and local communities.

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THE GREAT FRENCH REVOLUTION 1789: ITS CAUSES AND STAGES OF THE FORMATION OF BOURGEOIS STATE AND LAW

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Problem statement. The Great French Revolution 1789 is one of the most significant and eventful periods of political and societal changes in the history of France and Europe that led to collapse of the feudal-absolutist system, initiating major formation of bourgeois state based on principles of liberty, equity and fraternity. The key ideas proclaimed during the Revolution served the foundation of constitutionalism, rights of people and citizens, popular sovereignty and the development of system of law in general. The analysis of its causes, content and stages remains relevant for the historical and legal research so as to understand the genesis of the modern political and legal system.

Objectives. The objectives of the research are: to analyze major social and political causes of The Great French Revolution; to define its main stages, difference between those periods and crucial leaders; to determine impact of The Great French Revolution on the formation of essential state institutions of France and Europe.

Methods. During the Great French Revolution, significant efforts were made with aim to destroy outdated social and political structures. The research focuses on defining the main prerequisites of the Revolution.

The necessity of revolutionary actions was conditioned by number of contradictions existed in the French society in XVIII century. Famine in Europe and France, particularly in 1788, deepened social unrest and exposed impossibility of the

absolutist monarchist to react on the public needs. The existence of fading in continent at that time feudal turned out to be unable to fulfill the needs of the poor. A key problem was the legally entrenched inequity of the three estates: Clergy, Nobility and the Commoners.

At the same time, the spread of liberal Enlightenment period ideas, especially works of Jean-Jacques Rousseau, John Locke and Charles-Louis de Montesquieu, challenged medieval concepts of state and law by promoting principles of popular sovereignty, separation of powers and natural rights.

The revolutionary transformation was carried through different stages, having different methods, ranging from moderate and liberal reforms of the Girondists to bloody and violent actions made by the Jacobins. Mass protests and demonstrations led to symbolic destruction of Bastille.

A crucial role in the revolutionary period was played by the programme documents of The Revolution, such as Declaration of the Rights of Man and of Citizen of 1789 and The French Constitution of 1791 that declared the principles of civil equity, individual freedoms and constitutional limit of the royal power.

Results. The Great French Revolution is a pivotal event in the history of Europe. Its influence on the state and legal system is marked as a turning point, leading to collapse of the feudal regime. The Revolution established the basis of liberal reforms in the next stages of history. Its stages combined moderate reforms and radical actions, culminating in the creation of the famous motto “Terror for the sake of Freedom”. It also had huge influence on cultural side of French life. During The Revolution were created “La Marseillaise” – the national anthem of France, and the tricolor – the national flag of France.

Conclusions. The study of the Great French Revolution is essential for the understanding of the modern political life and legal system in the world. Most of the ideas, proclaimed during The Revolution, serve as a key reference point for today’s historians, legal students and political scientists in examining the evolution of statehood, governance and basic human rights.

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PROSPECTS FOR THE DEVELOPMENT OF THE LABOR MARKET IN UKRAINE

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Problem Statement. The current state and prospects for the development of the labor market in Ukraine are shaped by complex socio-economic, political, and legal transformations. Due to circumstances such as war, globalization processes, digitalization of the economy, pandemics, and demographic changes significantly affect the structure of employment, as well as labor supply and demand.

Under these conditions, improving the legal regulation of labor relations becomes particularly important. It should ensure a balance between the interests of employees and employers, promote the legalization of employment, and enhance the competitiveness of the national economy. The labor market in Ukraine demonstrates trends toward the transformation of traditional forms of employment, gender distribution of jobs and positions, increasing importance of remote work, flexible working arrangements, and the emergence of new professions related to the development of information technologies. At the same time, issues such as unemployment, labor migration, informal employment (undeclared wages), and insufficient social protection for workers remain relevant. In this regard, there is a need to adapt labor legislation to modern challenges and standards [4, p. 5].

Objectives. The purpose of this scientific publication is to comprehensively study the prospects for the development of the labor market in Ukraine in the context of digitalization, globalization changes, and socio-economic transformations, as well as to identify key trends, challenges, and opportunities that determine the formation of labor supply and demand, in order to substantiate effective directions of state employment policy and improve the competitiveness of labor resources.

The stated scientific issue has been addressed in the works of such scholars as T. P. Zbrytska, Yu. Yu. Putsyk, M. V. Sudakov, L. S. Lisagor, T. P. Zbrytska, and I. M. Vasylieva.

Methods. In conditions that significantly disrupt the usual way of life, it is essential to adapt legislation so that citizens can continue to build the state despite all difficulties. Since labor relations are currently a key factor in the economic development of Ukraine, modern theories and approaches to labor market regulation are applied.

These include general scientific and special methods such as analysis, synthesis, comparison, and generalization, which are used to develop employment policies, create labor market development strategies, analyze its trends, and study the impact of various factors on employment and unemployment levels.

Results. To regulate the labor market during wartime, the legislator adopted the Law of Ukraine No. 2136-IX dated March 15, 2022, "On the Organization of Labor Relations under Martial Law". This law helps avoid ambiguity and establishes certain requirements for both employers and employees, while also granting them additional rights under such conditions. The legislator also defines specific features of working hours and rest periods. In particular, according to Article 6 of this law, the working week may be extended to up to sixty hours in sectors that ensure the functioning of energy facilities and critical infrastructure [1].

Thus, at the legislative level, the labor market is rapidly adapting to new and challenging social conditions. However, there remains an urgent need to create mechanisms that ensure labor productivity while safeguarding the rights and obligations of both employees and employers.

Recent scientific research focuses on finding an optimal balance between labor market flexibility and social protection for workers. This involves analyzing the role of state regulation in shaping working conditions, protecting employees from risks of unemployment and low wages, and ensuring opportunities for professional training and skill development [5, p. 183].

It is also important to note that digitalization has a significant impact on the labor market. It changes the traditional structure of labor relations, as many employees can now perform their work remotely [2, p. 60]. Digitalization also allows employers to reduce costs by replacing certain professions with computer systems. This creates the need for continuous upskilling and reskilling of workers. At the same time, new professions related to the maintenance and development of digital technologies are emerging, opening additional employment opportunities.

The state also plays an important role in digital transformation, particularly through the implementation of electronic services such as the "Diia" mobile application, which simplifies citizens' access to administrative services. This contributes to the development of the digital economy and the formation of new segments of the labor market.

Alongside its positive effects, digitalization also presents certain challenges. These include increased requirements for digital literacy, the risk of job loss for low-skilled workers, and the widening digital divide between different social groups. In such conditions, the key factor for successful adaptation is the ability to engage in lifelong learning and acquire new skills [3, p. 17].

Conclusions. Based on the above, it can be argued that even amid a complex geopolitical situation, pandemics, and deep globalization processes, the Ukrainian labor market not only continues to function but is also improving alongside other countries, which indicates strong prospects for its future development.

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WHO IS THE CREATOR OF LAW − THE STATE OR SOCIETY?

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Problem Statement. The question of the true source of law-making, traditionally framed as the ‘state or society’ dilemma, is a cornerstone of general legal theory. In the current context, as Ukraine undergoes a profound transformation of its public administration and integration into the European legal area whilst simultaneously facing military aggression, this question takes on strategic importance.

Classical approaches, which either granted an absolute monopoly to the state (legal positivism) or denied its role in favour of social customs (sociological jurisprudence), prove insufficient to explain contemporary legal processes. On the one hand, martial law requires the strengthening of centralised state power and rapid, directive law-making, ‘such activity involves amending laws that regulate the functioning of state institutions and their interaction with society’ [5]. On the other hand, the unprecedented mobilisation of civil society in wartime has demonstrated that it is not merely a passive object of regulation, but a powerful source of new, effective norms in the spheres of volunteering, self-organisation and internal displacement: ‘civil society has an even more important task: to compel the state to be effective’ [1].

The inability to strike a precise balance between the will of the state and the demands of society leads to chronic problems in law enforcement like the emergence of ‘dead’ laws that exist only on paper but are ignored by citizens, a decline in legal literacy and growing mistrust of state institutions. Thus, the relevance of this topic

stems from the need to rethink this dichotomy and to establish a new, synergistic model that corresponds to the realities of a democratic state.

Objectives. The primary objective of this research is a comprehensive theoretical and legal analysis of the relationship between the roles of the state and society in the modern law-making process, with the ultimate goal of substantiating their synergetic interaction as a single source of legitimate and effective law.

Methods. Conduct a critical analysis of the limits of the classical state-centric approach in light of modern democratic requirements, investigate the concept of «living law», determine the mechanisms through which society acts as a source of the content of law and evaluate the impact of the latest factors (digitalization, political «pluralism») on the transformation of the state's role from a monopolist to a moderator of law-making.

Historically, the question of the source of law has been viewed through the prism of two opposing concepts. Legal positivism (represented, in particular, by the ideas of J. Austin and H. Kelsen) emphasised the will of the state. Law is a statute enacted by the appropriate state authority. Its force lies in its formal certainty and in its enforcement by state coercion. This is an indisputable and necessary function of the state, guaranteeing order.

However, as researchers rightly point out, adherence solely to this doctrine inevitably leads to so-called 'authoritarianism' [4]. A state that creates law solely by its own will, ignoring morality, customs or principles of justice, produces only legal but profoundly unjust law. In such a case, law becomes an instrument of politics rather than a means of justice.

In contrast, sociological jurisprudence (E. Ehrlich, R. Pound) argued that law is not what is written in codes, but what actually works in society. Society is the creator of the content of the law, generating it through its internal relations, values and practices; 'this two-way interaction ensures the interpenetration of the state and civil society' [2]. According to this school of thought, the state is merely an intermediary that formalises existing social norms.

However, a complete rejection of the state's role is also impossible. Society is by its very nature fragmented, and its norms may be archaic, discriminatory or contradictory. Without the universal and coercive power of the state, social norms remain at the level of customs, incapable of ensuring equality and the protection of rights for all citizens.

Contemporary legal theory proposes a synthesis and demarcation of roles in the law-making process, where no single party holds a complete monopoly. 'Each participant in the relevant dialogue must demonstrate their personal ability to listen to the other's position and endeavour to take it into account in their actions and proposals' [1].

Society is the source of content and values. Through collective consciousness, institutions and communication, it shapes key social values (justice, security, equality), which constitute the material source of law. People also generate a social demand for the regulation of new relationships arising from technological or economic development. In this sense, society is the primary creator of the idea of law.

Of course, the state is the creator of form and system. The role of the state is indispensable in the formalisation phase. The state takes this social demand, which is often vague and contradictory, and transforms it into a clear, systematic, hierarchically consistent legal norm (a section of a law, a code). The state provides the technology of law-making – procedures, expertise and logical-legal processing. This is the function of the drafter, ensuring the universality of the norm and its integration into the system.

The most important function of society in law-making is to confer legitimacy. It is not enough for a law to be enacted in accordance with constitutional procedure; for it to become effective and be complied with voluntarily, it must be recognised by citizens as just and necessary. As scholars point out, civil society is a factor in legitimising the state's law-making activities. If society does not accept a norm, it loses its effectiveness and can only be upheld by force. Modern democracies strive to integrate society as fully as possible into the discussion and consultation phase precisely in order to 'gauge' the level of the law's future legitimacy. This phenomenon indicates that the state recognises its dependence on public approval.

Some concepts, in particular the communicative theory of law, argue that law is not a static command, but rather a dynamic dialogue. It is constantly being reworked and reinterpreted in the process of communication between the state (as the authoritative, formalising voice) and society (as the voice of diverse interests).

Digital transformation tools have 'catalysed' this dialogue. Online petitions and public consultations provide society with direct access to the process, bypassing bureaucratic barriers: 'their implementation contributes to the creation of a transparent, effective and secure environment for economic and legal relations, and forms the basis for Ukraine's further integration into the global digital space' [3].

In this context, we should speak of polycentrism in law-making, where law is created not only by the state, but also by civil society institutions, self-regulatory organisations and international intermediaries. The role of the state is evolving from that of a dominant 'creator' to a guarantor of this polycentric process, ensuring its legality, systematic nature and respect for human rights.

Results. The analysis demonstrates that the dilemma is a false dichotomy. Law, as a social phenomenon, cannot be the product of a single force. Effective and just law arises solely as a result of synergy and constructive dialogue between these two entities. Society is the primary, substantive creator of law, as it generates the values, demands, conflicts and social practices that form the substance of legal norms. The state is the secondary, formal creator of law, as it gives social norms a universal form, legality and enforceability through coercion.

Conclusions. In a modern democratic state, the quality of communication between civil society institutions and the state apparatus is what shapes the law. When the state effectively transforms legitimate public demand into a legal, systematic and fair form, effective law is born.

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LAW AND STATE FORMATION

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Problem Statement. Law and state formation are closely interconnected categories of legal and political development. The state cannot exist as a legitimate public organization without law, because only legal norms define the sources of power, the procedure of its exercise, and the limits of state intervention. In the Ukrainian constitutional model, this connection is expressed directly in Article 1 of the Constitution, which defines Ukraine as a sovereign, independent, democratic, social, and law-based state. Article 3 establishes that the human being, his or her life, dignity, rights, and freedoms are the highest social value, while the state is responsible to the individual for its activity. Therefore, state formation should be understood not only as the creation of governing institutions, but as the legal organization of public authority on the basis of popular sovereignty, constitutional supremacy, and the recognition of human rights.

Objectives. The purpose of this research is to determine the role of law in the process of state formation and to show that a sustainable state cannot develop outside a legal framework. The study aims to identify the constitutional foundations of state formation, clarify how legal norms structure public power, examine the role of the rule of law in limiting authority, and correlate the Ukrainian constitutional approach

with general theoretical and comparative legal positions. The study also seeks to demonstrate that law performs not only a regulatory function, but also a constitutive one, because it creates the institutional model within which the state is formed, operates, and acquires legitimacy.

Methods. The research is based on a combination of formal-legal, systemic, historical, and comparative methods. The formal-legal method is used to analyze the provisions of the Constitution of Ukraine and to determine the legal meaning of the norms governing sovereignty, separation of powers, constitutional supremacy, and the protection of rights and freedoms. The systemic method makes it possible to examine law and the state as interconnected elements of a unified constitutional order. The historical method helps explain why the development of law and the emergence of state institutions have been mutually conditioned processes. The comparative method is applied to correlate the Ukrainian constitutional model with foreign and international approaches to the rule of law, legitimacy, and accountable governance.

Results. The research demonstrates that law forms the normative foundation of state formation in several interconnected dimensions. First, law gives public power constituent legitimacy. Article 5 of the Constitution of Ukraine establishes that the people are the bearer of sovereignty and the sole source of power in Ukraine. This means that the state derives its authority not from force, but from the sovereign will of the people. Second, law organizes the institutional structure of the state. According to Article 6, state power in Ukraine is exercised on the basis of its division into legislative, executive, and judicial branches. Such division excludes the concentration of all power in one body and creates a legal mechanism of balance between the main institutions of the state.

Third, law limits the activity of public authorities. Article 8 recognizes the principle of the rule of law and the supremacy of the Constitution, while Article 19 requires state bodies and local self-government bodies, as well as their officials, to act only on the grounds, within the powers, and in the manner provided by the Constitution and the laws of Ukraine. This provision is one of the clearest legal guarantees against arbitrariness. Fourth, law determines the human-rights orientation of state formation. Under Article 55, everyone is guaranteed the right to judicial protection of rights and freedoms and the possibility to challenge decisions, acts, or omissions of public authorities. Thus, law does not simply establish the state; it also subjects it to legal control. Comparative legal doctrine and international standards confirm that a stable state requires effective institutions, legal certainty, access to justice, and mechanisms of accountability.

Conclusions. Law is a fundamental precondition and instrument of state formation. It legitimizes public power through the principle of popular sovereignty, structures state institutions through constitutional norms, limits authority through the rule of law, and directs state activity toward the protection of human dignity and rights. A genuinely modern state is not defined merely by the existence of institutions, but by their legal competence, constitutional accountability, and subordination to law. The Ukrainian constitutional model clearly demonstrates that state formation is a continuous legal process based on sovereignty, separation of

powers, judicial protection, and constitutional supremacy. Further research may focus on the role of constitutional justice, institutional trust, and legal safeguards of democratic statehood under conditions of social transformation.

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€INTERACTION BETWEEN MORALITY AND LAW IN MODERN SOCIETY

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Problem Statement. Morality and law are two important systems that regulate behavior in society. People use moral values to understand what is right or wrong, fair or unfair. These values develop over time through culture, traditions, and social experience. Law, on the other hand, is a system of official rules created and enforced by the state. These rules define what behavior is allowed and what actions are prohibited. Although morality and law function differently, they are closely connected. Moral ideas often influence the creation of laws, while laws can also shape people's understanding of acceptable behavior. Studying the relationship between morality and law helps explain how legal systems work and why people accept legal authority in modern societies.

Objectives. The main objective of this research is to study the relationship between morality and law as systems that regulate social behavior. The research aims to identify the similarities and differences between moral and legal norms, analyze how moral values influence the creation of laws, and determine the role of ethical principles in the development of modern legal systems.

Methods. Several scientific methods are used in this research. The analytical method is applied to examine the basic concepts of morality and law and their role in society. The comparative method helps identify similarities and differences between moral and legal norms, particularly in their sources, forms, and ways of enforcement. In addition, the systemic method is used to analyze morality and law as

interconnected elements of the broader social system that influence social stability and public order.

Results. The research shows that morality and law are closely related but not identical systems of social regulation. Moral norms develop gradually within society and are based on shared beliefs about justice, responsibility, and acceptable behavior. These norms are supported mainly by personal conscience and social approval or disapproval. In contrast, legal norms are formally established by state authorities and are enforced through official institutions such as courts, police, and administrative bodies.

Despite these differences, morality often serves as the foundation for many legal rules. Laws that protect human rights, prohibit violence, or regulate social responsibilities usually reflect widely accepted moral values. At the same time, legal systems can influence moral attitudes by establishing clear standards of behavior and by promoting principles such as equality, fairness, and respect for others.

Modern societies face new ethical challenges due to globalization, technological development, and cultural diversity. As a result, the interaction between morality and law continues to evolve. Legal systems must balance the need for stable rules with the need to respond to changing moral expectations within society.

Conclusions. Morality and law are key elements of social regulation that help maintain order and stability in society. While morality is based mainly on personal beliefs and social traditions, law represents a formal system of rules supported by state authority. At the same time, these two systems strongly influence each other. Moral values often guide the development of legal norms, and laws can reinforce important ethical standards in public life. Understanding the relationship between morality and law is important for building fair and effective legal systems that reflect the values of modern democratic societies. Further research may focus on how changing social conditions influence the interaction between ethical principles and legal regulation.

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THE DEVELOPMENT OF ITALIAN CRIMINAL LAW: THE ZANARDELLI CODE OF 1889

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Problem Statement. The unification of criminal law in Italy after the unification of the country was critically important for overcoming prolonged legal dualism. For nearly thirty years, the state simultaneously operated under the strict Sardinian Code of 1859 and the liberal Tuscan "Leopoldina," a situation that contradicted the idea of national unity and undermined the authority of the state. The adoption of the Zanardelli Code in 1889 became the result of a compromise between the "classical" and "positivist" schools of law, serving as an instrument for the creation of a unified legal space.

Objectives. The purpose of this study is to analyze the ideological foundations, structure, and key liberal innovations of the Zanardelli Code as a fundamental act of the Italian legal system of the nineteenth century.

Methods. The research is based on the analysis of the works of leading legal scholars and the study of the textual features of the Code. Historical-legal and comparative methods are applied to determine the influence of the classical school of law on the formation of Italian criminal legislation.

The 1889 Code, named after the Minister of Justice Giuseppe Zanardelli, became the first unified criminal law of a newly unified Italy. Prior to its adoption, the country operated under multiple legal systems simultaneously (for example, the Sardinian Code of 1859 and the liberal Tuscan legislation), which created legal chaos. Structurally, the document embodied the classical tripartite model, being divided into three fundamental books:

1. General Part: establishing the doctrinal foundations of liability, the principles of guilt, and circumstances excluding criminality.
2. Section on Crimes (Delitti): covering the most socially dangerous acts.
3. Section on Misdemeanors (Contravvenzioni): dedicated to less serious offenses and administrative-type violations.

This division allowed for a clear differentiation of procedural approaches and types of penalties, making the administration of justice more predictable.

The most striking innovation, which attracted the attention of the entire European legal community, was the complete abolition of the death penalty for ordinary crimes in peacetime. Italy officially became the first major European state to take such a step.

This decision was not merely technical; it was grounded in the profound conviction that the state has no right to authorize killing. In place of capital

punishment, a system of lifelong solitary imprisonment was introduced, considered sufficient for both isolation and atonement. Despite pressure from conservative circles appealing to rising crime rates, the drafters of the Code insisted on the educational and corrective function of punishment, reflecting the progressive penitentiary doctrine of the period.

A unique feature of the Zanardelli Code was the protection of social rights, which was revolutionary for a monarchical system. Article 247 effectively legalized the right to strike, recognizing that collective action to defend economic interests is a legitimate right of workers, provided it does not escalate into open violence.

At the same time, the Code maintained balance by providing severe sanctions for offenses against the security of the state, the monarchy, and public order. This compromise allowed the liberal government to integrate social movements into the legal framework, reducing societal radicalization.

The Code represented the pinnacle of liberal criminal-law thought in the nineteenth century. Its central ideological principle was *"criminal law of the act,"* rather than *"criminal law of the person."* This meant that courts were to evaluate the specific act and its consequences, rather than the subjective "dangerousness" or social status of the accused.

The foundation of the Code rested on the inviolable principle *nullum crimen, nulla poena sine lege* (no crime and no punishment without law). This effectively eliminated the possibility of applying legal analogy—a tool previously allowing judges to punish acts not explicitly prohibited by law, based on the "spirit of the law" or political expediency.

The legal drafting of the Zanardelli Code was distinguished by exceptional precision of expression and logical coherence. The text introduced a clear distinction between intent and negligence, and it elaborated in detail the legal institutions of attempt and complicity. An important component was the General Part, which systematized complex concepts such as insanity and mitigating circumstances. The new penitentiary system established by the document was oriented not only toward retribution for the offense but also toward the correction of the convicted person and their subsequent reintegration into society. Due to its progressiveness and legal sophistication, the 1889 Code remained in force for over forty years, becoming a model for many criminal codes in other countries.

Results. The 1889 Code enshrined the principles of the classical school of law and became a model for many countries in Latin America and Europe due to its successful combination of doctrinal depth and practical applicability. It effectively unified the strict Piedmontese and liberal Tuscan legal traditions, creating a humane system of criminal justice.

Conclusions. The Zanardelli Code remained in force until 1930 and is considered one of the brightest chapters in Italian legal history, only overshadowed by the later rise of the Fascist regime. Its success lay in its ability to legally unify the country and establish a system that met the challenges of the time. The liberal principles of the Code remain an important milestone in the history of global jurisprudence and a prime example of progressive lawmaking.

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QUALIFICATION ASSESSMENT OF A JUDGE IN UKRAINE

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Problem Statement. The research primarily relates to the status of judges and the appropriate level of the judicial system in Ukraine. The development of a strong state is impossible without honest and fair justice, which, in turn, can only be ensured by a judge with the appropriate level of qualification. The judge's decision determines not only the quality of the judicial rulings but also the citizens' trust in the state. The independence of the judiciary is a primary condition for ensuring the rule of law and is a fundamental guarantee of a fair trial. As stated in the preamble to the UN Basic Principles on the Independence of the Judiciary, judges are entrusted with the duty to make final decisions on matters concerning the life, liberty, rights, and property of citizens. These provisions are reflected in the Beijing Statement of Principles of the Independence of the Judiciary and are foundational for the interpretation of Articles 5 and 6 of the European Convention on Human Rights.

Judicial independence is not a prerogative or a privilege granted for the benefit of the judges' own interests, rather, it is granted to ensure the rule of law and in the interest of those who place their trust in justice. For a significant period in Ukraine, a narrow approach to the understanding of qualification prevailed, as it was traditionally equated with theoretical training. However, in modern society, it is crucial to understand that this is a much broader concept, encompassing not only the theory but also professional competence, ethics, and integrity. Therefore, a value-oriented approach, which focused on the internal dimension of ethical convictions and the psychological aspects of the judicial profession is truly essential.

Objectives. The primary objectives of this research are to define the role of judicial qualification in Ukraine, identify the qualities that judges should possess, and determine the necessary pathways for implementing and improving the appropriate standards for judges in the state.

Methods. The research is based on a multifaceted methodological approach integrating analysis and synthesis, formal-legal, structural-systemic, and empirical methods, to comprehensively examine the concept of judicial qualification, interpret relevant legislation, and evaluate the practical application of qualification assessments.

Results. The research has established that the qualification assessment of judges is a vital mechanism for ensuring the professionalism and integrity of the judiciary in Ukraine. The primary objective of such assessment is to determine a judge's ability to administer justice in the respective court, based on criteria of professional competence, ethics, and integrity.

The qualification assessment is conducted by the High Qualification Commission of Judges of Ukraine and consists of several stages, including a written exam, a practical task, an evaluation of the judicial dossier, and an interview. During the assessment, the judge's professional knowledge, the quality of their judicial decisions, adherence to ethical standards, and level of integrity are analyzed.

The research indicates that the implementation of qualification assessment procedure is aimed at improving the quality of justice, ensuring the transparency of judicial activities, and strengthening public trust in the judiciary.

Conclusions. Qualification assessment of judges is a fundamental element in the development of the Ukrainian judicial system. This process is designed to verify professional competence, integrity, and ethical standards, which are all essential prerequisites for the administration of fair justice. Implementation of this procedure enhances the professionalism of the judiciary while ensuring transparency and strengthening public trust in the courts. Ultimately, qualification assessment plays a decisive role in the effective functioning of the judicial system and the advancement of the rule of law in Ukraine.

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LEGAL REGULATION OF ELECTRONIC CONTRACTS IN THE EU AND UKRAINE

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Problem Statement. Electronic contracts are gaining more and more importance in modern civil circulation in the conditions of digital transformation and intensive development of electronic trade in Europe. An additional catalyst for this process was the COVID-19 pandemic and the hostilities in Ukraine, which led to the active transition of economic entities and individuals to remote forms of concluding transactions. This, in turn, contributed to the widespread use of electronic signatures and digital platforms as tools for formalizing contractual relations. The functional advantages of electronic contracts are the promptness of their conclusion, increased availability for the parties, as well as optimization of time and financial costs compared to traditional paper procedures. At the same time, their application actualizes a number of complex legal issues that require proper normative and doctrinal understanding. These include, in particular, the problems of determining the legal force of an electronic signature, establishing the moment of conclusion of the contract, proper identification of the parties, as well as ensuring effective protection of consumer rights in the digital environment.

Objectives. The primary objectives of this research are: to reveal the meaning of the concept of an electronic contract in the law of Ukraine and the European Union, as well as to carry out its comparative legal characteristics; to analyze the system of sources of legal regulation of consumer rights protection in the field of electronic commerce within the European Union

Methods. The purpose of the study is a comprehensive analysis of the legal regulation of electronic contracts in the law of the European Union and Ukraine. Within the limits of the set goal, it is envisaged to clarify the concept and legal nature of the electronic contract, as well as to determine the features of its conclusion in the conditions of the digital environment. Particular attention is focused on the study of key sources of legal regulation of electronic commerce in the European Union, as well as consumer protection mechanisms in this area. An important task is to clarify their role in ensuring an appropriate level of legal certainty, predictability of legal relations and building trust in the digital market.

Results. Electronic contracts have acquired the status of an integral element of modern civil turnover in the context of the digitalization of the economy, the development of electronic commerce and the spread of remote forms of service. The COVID-19 pandemic, as well as the military events in Ukraine, significantly accelerated the transition of business entities and consumers to the conclusion of

transactions in an online format, which actualizes the need to ensure an appropriate level of legal certainty and predictability of the relevant legal relations. The specificity of the electronic contract is the lack of physical presence of the parties during its conclusion, the use of means of remote communication (in particular, the Internet, e-mail, telephone communication, etc.), as well as the need to ensure proper identification of the parties and the authenticity of their will, in particular by using an electronic signature. Such features lead to increased requirements for the security and reliability of electronic transactions. The essential terms of the electronic contract, in particular the subject, price and procedure for its conclusion, must meet the general requirements of civil legislation, as well as special norms in the field of consumer rights protection. In European Union law, in particular pursuant to Directive (EU) 2019/771 of the European Parliament and of the Council of 20 May 2019, a sales contract is defined as an agreement whereby the seller transfers or undertakes to transfer ownership of the goods to the consumer and the consumer — pays the relevant price [1]. At the same time, in the national law of Ukraine, a distance contract is interpreted as a contract concluded between the seller and the consumer within the framework of an organized system of distance selling of goods or provision of services using means of remote communication, including the moment of its conclusion (Part 6 of Art. 1 of the Law of Ukraine «On the Protection of Consumer Rights») [3]. At the same time, distance contracts provide for the use of organized distance selling systems, in particular online platforms, which act as intermediaries in the process of concluding transactions between the seller and the consumer. At the same time, such contracts do not include cases when websites perform an exclusively informational function, providing information about the seller, goods or services without ensuring the possibility of concluding a contract. This approach is also relevant for digital contracts concluded in the relevant electronic environment.

From January 1, 2022, Directive (EU) 2019/770 and Directive (EU) 2019/771 entered into force in the European Union, which are aimed at unifying the legal regulation of contracts for the supply of digital content and digital services, as well as contracts for the sale of goods. These acts establish requirements for the compliance of goods and digital content with the terms of the contract and the justified expectations of the consumer, and also provide for unified legal remedies that are applicable in all EU member states. At the same time, Directive 2011/83/EU on consumer rights provides a basic level of guarantees in the field of distance contracts, while Directive 2005/29/EU establishes a ban on unfair commercial practices, including misleading advertising. In addition, Directive 98/6/EU on price indication and Directive (EU) 2015/2366 (PSD2) regulating payment services contribute to increasing the level of transparency and security of electronic transactions. In this context, the legal regulation of electronic contracts in Ukraine shows a tendency to gradually approach European standards. At the same time, the issues of improving the mechanisms of identification of the parties, determining the legal consequences of non-fulfillment of electronic contracts, as well as strengthening the tools for the protection of consumer rights in the field of remote transactions remain relevant. The implementation of these tasks is possible, in particular, by amending the Civil Code

of Ukraine and the Law of Ukraine «On the Protection of Consumer Rights», taking into account the approaches enshrined in Directives (EU) 2019/770 and 2019/771[4].

Conclusion. The regulation of electronic and remote contracts in Ukraine is gradually approaching European standards, but the current legislation still contains a number of gaps. In particular, the procedure for identifying the parties to an electronic contract, including the use of an electronic signature and other means of electronic identification, requires clear regulatory consolidation. The legal consequences of non-fulfillment or improper execution of such contracts, as well as the issue of proving the fact of their conclusion, remain insufficiently regulated. At the same time, it is necessary to improve the mechanisms for the protection of consumer rights in the field of distance trade, in particular by increasing the requirements for informing and simplifying the procedures for refusing the contract and returning the goods. Further harmonization of legislation with EU law, taking into account directives 2019/770 and 2019/771, should become the basis for making changes to the civil legislation of Ukraine and increasing the effectiveness of the regulation of electronic legal relations.

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IVAN FRANKO'S VIEWS ON STATE AND LAW

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Problem Statement. The figure of Ivan Franko in the history of Ukraine is an example of a universal person whose activities in the ranks of the Ruthenian-Ukrainian Radical Party became the foundation of modern Ukrainian parliamentarism. In the context of modern state-building challenges of 21st century, the rethinking of his vision of Ukraine as a "complete national organism" is of particular importance for the assertion of democratic values and sovereignty.

Objectives. The aim of the work is a comprehensive analysis of the evolution of I. Franko's views on state and law, investigating his contribution to the establishment of the first political parties in Galicia, and assessing the relevance of his idea of unity in the context of European integration.

Methods. The study combines methods of historical analysis, comparison of political programs, and the method of analogy in order to link 19th-century legal ideas with modern democratic processes in Ukraine.

The work provides an in-depth analysis of Ivan Franko's direct political activity and its evolution, beginning with his role in the Ukrainian national movement and the creation of the first organized political structures, such as the Ruthenian-Ukrainian Radical Party. A significant focus is devoted to Franko's intellectual transition: from his early interest in socialist and anarchist doctrines to a sophisticated critique of "state socialism," which he warned could become a new form of tyranny. [4] Additionally, it highlights Franko's progressive stance on the women's rights movement, illustrating his belief that true national liberation is impossible without the social and legal emancipation of women.

Furthermore, the research explores Franko's complex geopolitical vision, analyzing his perception of Ukraine's place on the European map, caught between the interests of the Austro-Hungarian and Russian empires. Of particular importance is Franko's criticism of the official doctrine of the Russian Empire (autocracy, orthodoxy, nationality); he aptly noted that the bureaucracy uses these concepts as a screen for robbing and oppressing nations. His call "It is not time... to serve the Muscovite and the Pole!" is presented as a manifesto of national priority — putting one's own interests above imperial ones.

The analysis also delves into Franko's artistic and literary heritage. Through an examination of his key poetic and prose works, the study demonstrates how Franko translated complex legal concepts—such as social justice, equality before the law, and national dignity—into a language accessible to the masses. It shows that his

literature served as a powerful tool for civic education, shaping the national consciousness and legal culture of the Ukrainian people.

Finally, the work addresses the critical issue of historical memory and the manipulative interpretations of Franko's legacy. It investigates how various political regimes, particularly during the Soviet era, selectively used and distorted Franko's ideas to serve totalitarian ideologies, often labeling him a "revolutionary democrat" while silencing his pro-independence and anti-communist views. [1] By deconstructing these myths, the research restores the authentic image of Franko as a thinker whose ultimate goal was the establishment of a sovereign, democratic, and law-based Ukrainian state.

In the face of ongoing military aggression, Ivan Franko's reflections on national sovereignty, civic duty, and the resilience of the Ukrainian spirit take on a renewed significance.

Results. It has been established that Franko's political path is marked by a transition from early fascination with socialist ideas to harsh criticism of "state socialism," which he characterized as a "people's prison." An important aspect of his activity was the struggle for women's political rights and the integration of emancipation movement into the general national liberation strategy. The thinker's geopolitical vision was based on an uncompromising protection of the Ukrainians' right to self-determination and criticism of the imperial ambitions of neighboring states. The author's artistic heritage served as a powerful tool for transmitting legal ideas among the general population.

Conclusions. Ivan Franko's state-legal thought is a living theoretical base for resolving modern social conflicts. His strategy of national revival, based on the priority of national interests over class doctrines, remains a leading guide for Ukrainian society in its pursuit of full membership "among the free nations."

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TERMINATION OF POWER OF ATTORNEY

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Problem Statement. The institution of representation is an essential part of civil turnover, and a power of attorney is the primary document confirming the representative's authority. However, the dynamics of legal relationships often require the early termination of such powers. The relevance of this topic is driven by the need for clear legislative regulation of the grounds for termination to protect the rights of both the principal and third parties, as well as to resolve problematic issues arising from the death of the parties or the unilateral revocation of the document.

Objectives. The primary objectives of this research are to conduct a comprehensive analysis of the legal grounds and consequences of the termination of a power of attorney under the civil legislation of Ukraine and to identify inconsistencies in law enforcement practice.

Methods. The methodological framework of this research is based on a combination of general scientific and specialized legal approaches. To ensure an objective analysis of the termination of representation, the following methods were applied:

The Dialectical Method was used to examine the termination of a power of attorney as a dynamic legal phenomenon that evolves within the broader system of civil law relations. This method made it possible to analyze the interconnection between the emergence, modification, and termination of representative authority, as well as to identify contradictions and tendencies in legal regulation. Through the dialectical approach, the study considers how legal norms adapt to social and economic changes, particularly in the context of digitalization and modern business practices.

The System-Structural Method allowed for a structured and comprehensive analysis of the legal institution of representation. By applying this method, the various grounds for the termination of a power of attorney were classified into coherent groups, such as voluntary revocation, expiration, and termination due to legal facts. Additionally, this method helped to examine how the termination of authority interacts with other civil law institutions, including obligations, contracts, and liability, ensuring a holistic understanding of its legal nature.

The Comparative Legal Method was employed to compare the provisions of Ukrainian legislation with relevant international legal standards and foreign legal systems. This comparison enabled the identification of similarities and differences in the regulation of powers of attorney, particularly regarding their termination and revocation. Furthermore, the method facilitated an evaluation of how modern

business communication practices, including electronic documentation and cross-border transactions, influence legal regulation and highlight areas for improvement in domestic law.

The Formal-Legal Method served as the primary tool for interpreting the legal norms governing the termination of a power of attorney. Through detailed analysis of the provisions of the Civil Code of Ukraine, this method ensured precise clarification of legal concepts, definitions, and procedures related to revocation, expiration, and other grounds for termination. It also allowed for the identification of gaps, ambiguities, and inconsistencies in the legislation, providing a solid doctrinal basis for further conclusions.

The Legal Modeling Method was used to develop practical proposals aimed at improving the legal regulation of the termination of powers of attorney. In particular, this method enabled the formulation of recommendations regarding the implementation of electronic systems for registering terminated documents. Such modeling helps to anticipate potential legal risks, especially in cases involving third parties, and to propose mechanisms that would enhance legal certainty, transparency, and efficiency in civil circulation.

Results. It has been established that the list of grounds for termination of a power of attorney, defined by Article 248 of the Civil Code of Ukraine, is exhaustive. Key factors include the expiration of the term, revocation by the principal, withdrawal by the representative, and the termination of a legal entity or the death of a natural person involved. Particular attention is paid to the notification mechanism: the duty to inform the representative and third parties rests with the principal, and failure to fulfill this duty maintains the validity of the powers for bona fide third parties.

Conclusions. The termination of a power of attorney is a complex legal act that requires strict adherence to procedural norms. Improving the system of electronic registries for powers of attorney will minimize the risks of abuse in case of revocation. Future research should focus on the specificities of terminating irrevocable powers of attorney in corporate law.

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FREEDOM OF SPEECH VS COMBATING DISINFORMATION: A COMPARATIVE ANALYSIS OF THE USA, GERMANY, AND UKRAINE

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Problem Statement. The rapid spread of false and misleading information online presents a significant challenge for democratic societies. Policymakers and courts must balance the protection of freedom of expression with the prevention of harm caused by disinformation, including election interference and health-related misinformation. This tension is particularly acute in Ukraine, which faces an ongoing information war, and in Germany, where hate speech laws are robustly enforced; meanwhile, the United States maintains a strong tradition of maximal speech protection under the First Amendment [1].

Objectives. The primary goal of this research is to determine which regulatory approaches most effectively balance freedom of speech and disinformation control, taking into account constitutional guarantees, judicial practice, and platform liability frameworks in the United States, Germany, and Ukraine.

Methods. This study employs a comparative legal analysis to evaluate and contrast regulatory approaches to disinformation in the United States, Germany, and Ukraine. The research focuses on key criteria, including constitutional guarantees of freedom of expression, legislative frameworks, judicial interpretation, platform liability regimes, and the use of exceptional measures in times of crisis. By analyzing statutory provisions, case law, and regulatory practices, the study assesses the effectiveness of each model in balancing the protection of free speech with the prevention of harm caused by disinformation.

Results. In the United States, the First Amendment provides broad protection, limiting government intervention primarily to cases of defamation, incitement, or true threats. No specific legislation targeting “fake news” exists; instead, courts rely on strict scrutiny to assess content restrictions, and online platforms largely self-regulate under Section 230 of the Communications Decency Act, which shields them from liability for user-generated content [2]. Germany guarantees free expression under Article 5 of the Basic Law while permitting restrictions for public safety, the protection of youth, and personal honor [3]. Criminal law prohibits hate speech (*Volksverhetzung*), and the Network Enforcement Act (NetzDG, 2017) requires social media platforms to remove “obviously illegal” content within 24 hours, with fines up to €50 million [4]. While courts generally favor free speech, they tolerate preventive regulation to balance public order and individual rights. Ukraine similarly enshrines freedom of speech and the press in its Constitution [5], but wartime conditions have

led to extensive restrictions. Since the full-scale Russian invasion in 2022, Ukrainian authorities have enacted laws banning the production and distribution of pro-aggressor content [6], coordinated with online platforms such as TikTok to block identified Russian propaganda channels, and empowered security agencies to act swiftly against harmful information. The Constitutional Court generally upholds such measures, citing national defense imperatives. A clear overview of the comparative framework can be seen in Table 1, which integrates constitutional guarantees, key legislation, judicial approaches, platform liability, and wartime measures across the three countries.

Table 1. Comparative Analysis of Legal Approaches to Freedom of Expression and Disinformation Control in the USA, Germany, and Ukraine.

Feature	USA	Germany	Ukraine
Constitutional guarantee	First Amendment: "Congress shall make no law… abridging… speech or press." [1].	Art.5 Basic Law: Free expression guaranteed; general laws allow limits for safety, youth, honor [3].	Art.34 Constitution: Freedom of thought and speech; restrictions allowed for national security, public order, health [5].
Key laws / regulations	No specific disinformation law; defamation/libel; CDA §230 immunity [2].	NetzDG (2017); criminal bans on hate speech (Volksverhetzung) [4].	Law №5101 (2022) bans pro-aggressor content; martial law measures; EU Digital Services Act applied [7].
Judicial approach	Strict scrutiny; high protection even for inflammatory speech.	Courts favor free speech but allow preventive regulation; oversee NetzDG enforcement.	Constitutional Court generally upholds wartime restrictions; security prioritized over full speech freedom.
Platform liability	Platforms self-regulate; §230 shields from user content claims.	Removal deadlines (24h) with fines up to €50M; transparency reporting required.	Must comply with government directives; block banned content; EU rules implemented.
Wartime / exceptional measures	Rare; no general censorship; limited sedition laws.	Standard laws apply; free speech maintained.	Broad restrictions under martial law; ban Russian media and propaganda; SBU empowered to act immediately.

This comparison highlights the distinct approaches taken by each country. While the United States relies on indirect regulation and robust judicial protection of speech, Germany balances strong constitutional guarantees with assertive platform regulation, and Ukraine prioritizes national security, allowing extensive wartime limitations on media and online content. These variations reflect each country's legal traditions, social context, and perceived threats, illustrating the complex interplay between rights and responsibilities in the contemporary digital age.

Conclusions. Future research should monitor how Ukraine adjusts its media restrictions in the post-conflict period, how Germany's NetzDG evolves under ongoing judicial scrutiny, and whether U.S. policy regarding platform liability will

shift in response to persistent disinformation. Additionally, the implementation of EU regulations, such as the Digital Services Act (DSA) [7], will likely influence national frameworks, shaping the future balance between free expression and the regulation of harmful content across the digital ecosystem.

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STATE-BUILDING IN TIMES OF WAR. LEGAL CHALLENGES AND THE EUROPEAN VECTOR

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Problem Statement. State-building is a complex and dynamic process closely interwoven with the development of legal systems. In the context of contemporary global instability and armed conflict, robust legal mechanisms and the strengthening of state institutions are of paramount importance. At the heart of this challenge lies a fundamental tension. The need to consolidate state power in order to safeguard sovereignty versus the imperative to uphold democratic values and the Rule of Law. This dilemma becomes particularly pronounced in situations where legal regulations must adapt under martial law, thereby testing the resilience and integrity of a state's constitutional framework.

Objectives. This research aims to conduct a comprehensive analysis of the theoretical foundations of state-building while examining the crutial role of law in constructing a resilient state system. Particular emphasis is placed on how legal frameworks operate under extreme conditions, such as martial law, and on identifying ways in which Ukrainian law can be further aligned with European standards.

Methods. The study employs a range of methodological approaches:

Dialectical Method - to conceptualize state-building as an ongoing process of development and transformation;

Comparative legal method - to contrast Ukraine's domestic experiences with international legal standards applicable during crises;

Formal-dogmatic method - to analyze constitutional provisions and statutory regulations governing the legal regime under martial law in Ukraine; Axiological approach - to assess the law as a fundamental value, particularly in protecting human rights.

Results. Modern theories of state-building extends beyond Hans Kelsen's classical legal positivism, incorporating elementsof natural law theories and the "living law". The perspective of Ronald Dworkin's, who conceptualizes law as a system of principles grounded in the moral fabric of society, is particularly relevant in wartime contexts.

A contemporary approach to state-building emphasizes the concept of "functional sovereignty," which recognizes the necessity of centralizing power under martial law, but strictly within the limits established by Article 64 of the Constitution of Ukraine. Scholars, including Mykola Koziubra, stress the importance of preserving an "intangible core" of human rights—such as the right to life, human dignity, and judicial protection—even in the context of permissible derogations.

Key elements of legal reform include the incorporation of principles derived from Roman law, particularly aequitas (equity) and bona fides (good faith), which contribute to the development of more effective judicial and administrative systems. Moreover, the digitalization of public services and the advancement of e-governance are emerging as essential tools for strengthening state capacity and resilience during armed conflict.

Conclusions. Ukraine's state-building is transitioning from crisis management to establishing a state governed by the Rule of Law. Any adaptation of the legal regime under martial law must remain consistent with Rule of Law principles. Priorities include judicial independence, combating legal nihilism, and fully harmonizing national legislation with the EU acquis, which serves as a cornerstone for safeguarding sovereignty.

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THE ISSUE OF UNFAIR ADVANTAGES IN COMPETITION AS A FORM OF UNFAIR COMPETITION

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Problem Statement. Protection of fair competition is one of the key conditions for the proper functioning of the market, since competition should ensure an advantage for the business entity that offers the best product, service, or business model, rather than for the one that gains benefits by violating the law. The Law of Ukraine "On Protection against Unfair Competition" defines unfair competition as any actions in competition that are contrary to trade and other honest practices in economic activity. Therefore, the criterion for distinguishing fair from unfair competitive behavior is not only formal legality, but also compliance with fair business rules.

Objectives. The purpose of this study is to examine the legal nature of obtaining unfair advantages in competition as a form of unfair competition, to determine the specific features of Article 15 of the Law of Ukraine "On Protection against Unfair Competition", and to identify the main problems associated with its qualification in Ukrainian law and practice.

Methods. The research is based on formal-legal, comparative-legal, and systemic methods. The formal-legal method was used to analyze the Constitution of Ukraine, the Civil Code of Ukraine, and the Law of Ukraine "On Protection against Unfair Competition". The comparative-legal method made it possible to compare the

Ukrainian approach with the Polish model and with the broader European understanding of unfair competition through the violation of legal rules governing market behavior.

Results. The Constitution of Ukraine expressly provides that the state ensures the protection of competition in entrepreneurial activity and that unfair competition is not permitted. Part 5 of Article 13 of the Civil Code of Ukraine prohibits the exercise of civil rights for the purpose of unlawfully restricting competition, abusing a monopoly position, or engaging in unfair competition. A special act in this area is the Law of Ukraine "On Protection against Unfair Competition", which, in Article 1, defines unfair competition as any actions in competition that are contrary to trade and other honest practices in economic activity. This formula is consistent with the international standard set out in Article 10bis of the Paris Convention, under which an act of unfair competition is any act of competition contrary to honest practices in industrial or commercial matters.

Article 15 of the Law sets out a separate ground: obtaining unfair advantages in competition means obtaining such advantages over another business entity by violating current legislation, as confirmed by a decision of a state authority or local self-government body vested with the relevant competence. Thus, the legislator links this tort not simply to dishonest behavior, but to three mandatory elements: the existence of a violation of another rule of law, the existence of a competitive advantage, and official confirmation of such a violation by a competent authority. This is the main feature of Article 15. In essence, it is derivative in nature: the AMCU does not establish a primary violation of sector-specific legislation "from scratch", but relies on an already existing decision of the competent authority. In other words, it must first be proven that the entity violated the relevant rules, including those relating to transport, permits, advertising, patents, technical standards, sanitary requirements, and procedure, and only then can this violation be additionally qualified as unfair competition if it gave that entity an advantage in the market. This approach is supported in scientific and practical commentary, where the objective side of this offense is described through three elements: the initial violation of current legislation, the consequence in the form of an unfair advantage, and the causal relationship between them.

Therefore, not every violation of the law automatically constitutes the obtaining of unfair advantages in competition. To qualify conduct under Article 15, it is not enough merely to state that "the law has been violated". It is necessary to show that, precisely because of this violation, the entity found itself in a more advantageous position than another market participant. In practice, this occurs when the offender avoids costs borne by bona fide competitors, accelerates the entry of a product or service into the market, bypasses admission procedures, exploits a regulatory gap, or uses legal instruments contrary to their purpose in order to pressure competitors. Thus, Article 15 protects not only the private interest of an individual competitor, but also the public interest in a fair market.

The practical significance of the condition of "confirmation by decision of the competent authority" is clearly illustrated by the AMCU's position during the quarantine restrictions. The Committee explained that, for prosecution under Article

15 in cases involving violations of quarantine rules, mere suspicions or general information are insufficient; a decision of the authority authorized to establish such an offense is required. Since cases under Article 44-3 of the Code of Ukraine on Administrative Offences are considered by the court, it is a court decision that has entered into legal force that serves as the necessary confirmation of the initial violation for the possible subsequent qualification of the conduct as obtaining unfair advantages in competition.

A useful comparative example may be found in Polish law. In the Act of 16 April 1993 on Combating Unfair Competition, Article 3 provides a broader general rule: an act of unfair competition is an act contrary to law or good customs if it threatens or infringes the interest of another entrepreneur or customer. Compared with this approach, the Ukrainian model appears more formalized because it expressly requires prior confirmation of the violation by a competent authority. At the same time, this formalization increases legal certainty in determining when a violation of law may additionally be treated as a form of unfair competition.

Conclusions. Obtaining unfair advantages in competition is a special form of unfair competition in which a market participant gains benefits not through better economic performance, but through the violation of mandatory legal rules. The main practical difficulty lies in proving the causal link between the violation of legislation and the actual competitive advantage, as well as in the dependence of Article 15 on the prior decision of another competent authority. Therefore, the Ukrainian model combines legal certainty with a relatively strict procedural framework, which distinguishes it from broader foreign approaches.

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LEGAL ASPECTS OF STRIKE PROCEDURES: RIGHTS AND LIMITATIONS

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Problem Statement. The right to strike is one of the fundamental guarantees for the protection of employees' socio-economic rights and an important instrument of influence on the employer in the event of a collective labor dispute. Its specificity lies in the combination of both legal and social nature, as it is aimed not only at restoring violated rights but also at achieving a balance of interests between the parties to labor relations.

The Constitution of Ukraine enshrines the right to strike as a means of protecting economic and social interests of employees. At the same time, in national labor legislation, a strike is considered an extreme measure for resolving collective labor disputes. This means that it may be applied only after all other methods of conflict resolution have proven ineffective.

Such an approach is justified, as a strike involves a temporary cessation of work, which may negatively affect the economic activity of an enterprise and public interests in general. Therefore, the legislator establishes clear procedural requirements for its organization and conduct.

Objectives. The purpose of this scientific work is to analyze the legal nature and procedure for conducting a strike in Ukraine, to determine the main stages and conditions of its legality, as well as to assess its role as an effective mechanism for resolving collective labor disputes.

The research also aims to highlight the importance of compliance with established procedures and to justify the necessity of balancing the interests of employees, employers, and society as a whole.

Methods. The study is based on the use of general scientific and special legal methods. In particular, methods of analysis, synthesis, comparison, and generalization are applied to examine the legal regulation of strikes and their practical implementation.

Normative legal acts, including the Constitution of Ukraine, the Labor Code of Ukraine, and the Law of Ukraine "On the Procedure for Resolving Collective Labor Disputes (Conflicts)," serve as the primary sources for the research.

The study also relies on scientific works of Ukrainian scholars, which allows for a comprehensive understanding of the nature and functions of strikes in the system of labor law.

Results. According to Ukrainian legislation, a strike is defined as a temporary collective voluntary cessation of work by employees for the purpose of resolving a

collective labor dispute. Its collective nature distinguishes it from individual forms of protection of labor rights and emphasizes its role as a manifestation of workers' solidarity.

One of the key conditions for the legality of a strike is the prior use of conciliation procedures. A strike may be declared only if a conciliation commission or labor arbitration has failed to resolve the dispute, or if the employer evades participation in such procedures or fails to comply with the agreements reached.

The decision to declare a strike is adopted at a general meeting or conference of employees upon the initiative of a trade union or another representative body. It is considered valid only if supported by the majority of employees, which ensures its legitimacy and democratic nature.

An important procedural requirement is the obligation to notify the employer in writing about the beginning of the strike. The law establishes specific time limits: not later than seven days before the strike, and fifteen days for continuously operating enterprises.

The organization of a strike also предусматривает the designation of a body or person responsible for its management, who coordinates employees' actions and represents their interests in negotiations. Even during a strike, the parties must continue efforts to resolve the dispute, which highlights its negotiative rather than purely confrontational nature.

At the same time, the legislation establishes certain restrictions. A strike is prohibited if it poses a threat to life and health of people, the environment, or national security, or if the established procedure is violated.

Participation in an illegal strike may result in disciplinary liability, and the time of participation is not paid. However, participation in a lawful strike cannot be grounds for discrimination against employees, which serves as an important guarantee of the realization of this right.

Scientific research emphasizes that a strike performs not only a protective but also a preventive function, as the very possibility of its use encourages employers to fulfill their obligations more responsibly.

Conclusions. Thus, the procedure for conducting a strike in Ukraine is clearly regulated and includes several последовательних stages: the emergence of a collective labor dispute, the use of conciliation procedures, the adoption of a decision to declare a strike, notification of the employer, and the organization of the strike process.

The effectiveness of this mechanism depends not only on compliance with formal requirements but also on the willingness of the parties to engage in constructive dialogue. Therefore, a strike should be considered not merely as a manifestation of conflict, but as a civilized means of resolving it.

The right to strike, being an integral part of international labor standards and freedom of association, acts as an important tool for restoring social balance between employees and employers, provided that legal procedures are properly followed and the rights of other members of society are respected.

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SUBJECTIVE LEGAL RIGHT AND LEGAL OBLIGATION: CONCEPT, STRUCTURE, TYPES, AND SIGNIFICANCE

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Problem Statement. The concepts of subjective legal rights and legal obligations are fundamental elements of legal relations and the primary mechanism of legal regulation. In the context of modern democratic state-building and Ukraine's integration into the European legal space, understanding the strict balance between an individual's rights and their corresponding duties is of particular importance. The modern era, characterized by rapid digitalization and global challenges, constantly expands the catalog of human rights, which inherently necessitates a parallel evolution and strengthening of legal obligations to maintain the stability of the public order and the assertion of the rule of law.

Objectives. The aim of the work is a comprehensive analysis of the concepts of subjective legal right and legal obligation, investigating their internal structure, analyzing classical theoretical approaches to their definition, classifying their main

types, and assessing their practical significance in regulating contemporary public relations.

Methods. The study combines methods of formal-dogmatic analysis to define core legal concepts, theoretical modeling, the comparative legal method, and the dialectical method of exploring the indissoluble, objective link between rights and duties within a modern democratic legal system.

The work provides an in-depth analysis of the essence of subjective legal right. In legal theory, this concept has historically been shaped by two major approaches: the "will theory" (Savigny), which defines a right as a manifestation of an individual's protected will, and the "interest theory" (Jhering), which views it as a legally protected interest. Synthesizing these approaches, modern jurisprudence defines a subjective legal right as a legally guaranteed and state-protected measure of permitted, autonomous behavior of an authorized entity, aimed at satisfying their specific interests.

Conversely, a legal obligation is defined as a legally established and state-enforced measure of necessary, required behavior of an obliged entity, designed to satisfy the interests of the authorized party and the state as a whole. These two categories are presented not as isolated concepts, but as interdependent pillars of any legal relationship. The expansion of the scope of rights inevitably demands a corresponding, robust system of duties to ensure those rights can be realized.

A significant focus is devoted to the internal structure of these legal phenomena, which reveals their functional mechanisms. The structure of a subjective right typically encompasses three key elements (competences): the right to one's own positive actions (the ability to act freely within the law, such as using owned property); the right to demand corresponding behavior from obliged parties (e.g., a creditor demanding payment from a debtor); and the right to seek state protection, also known as the right to claim (the ability to file a lawsuit if the primary right is violated).

Simultaneously, the structure of a legal obligation is multifaceted and involves: the necessity to perform active, positive actions (e.g., the obligation to pay taxes or fulfill a contractual delivery); the necessity to refrain from prohibited actions (passive duty, such as not infringing on another's physical integrity or property); and the obligation to bear legal responsibility (sanctions) for non-compliance or improper fulfillment of the prescribed duties.

Furthermore, the research explores the broad classification of subjective rights and obligations. Depending on the branch of law, they are divided into constitutional (fundamental), civil, criminal, administrative, and labor categories.

Based on the degree of certainty of the subjects involved, they are classified into absolute rights (where the right holder faces an indefinite number of obliged persons who must refrain from violating the right, such as the right to intellectual or physical property) and relative rights (which exist between strictly defined parties, such as specific contractual obligations between a buyer and a seller). Additionally, they can be divided into public (involving the state or its bodies) and private (between equal private individuals).

The analysis also delves into the profound social and legal significance of these categories. Subjective rights serve as a crucial tool for individuals to satisfy their material and spiritual interests, acting as the very foundation of individual freedom and human dignity in a civil society. Legal duties, on the other hand, ensure the stability, predictability, and safety of public order. They are the mechanism through which society ensures that the exercise of one person's rights does not infringe upon the rights of another.

Finally, the work addresses the critical issue of balancing these two categories. It demonstrates that a disproportionate focus on rights without an adequate system of duties leads to legal nihilism, social irresponsibility, and anarchy. Conversely, an overemphasis on duties without guaranteeing fundamental rights results in authoritarianism and the suppression of individual liberty. By deconstructing the theoretical framework, the research restores the authentic understanding of an individual's legal status as a harmonious, dialectical unity of permitted and required behavior.

Results. It has been firmly established that subjective legal rights and legal obligations form an inseparable dialectical unity within all legal relations. The structural elements of rights (the ability to act, demand, and protect) strictly correlate with the elements of duties (the necessity to act, refrain, and bear responsibility), ensuring the effectiveness of the entire system of legal regulation. The detailed classification of these concepts helps in the proper interpretation and application of legal norms in law enforcement practice, preventing abuses of power and protecting individual freedoms.

Conclusions. The theoretical framework of subjective legal right and legal obligation is a living theoretical base for resolving modern legal and social conflicts. A state's strategy for legal development, based on the strict correlation, interdependence, and balance of rights and duties, remains a leading guide for Ukrainian society. This balance is the absolute prerequisite for the successful pursuit of building a true constitutional state based on the rule of law and European democratic values.

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THEORETICAL AND METHODOLOGICAL PRINCIPLES OF SYSTEMATIZATION OF LEGISLATION

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Problem statement. The modern system of sources of law is characterized by a multiplicity of normative acts, the presence of disagreements, duplication and contradictions between prescriptions. In addition, there is a problem of legislation lagging behind the dynamic development of social relations. This necessitates a scientific justification of systematization as a tool for streamlining the legal field and increasing the effectiveness of law enforcement.

Objectives. The purpose of the work is to reveal the legal nature of systematization as an integral element of law - making, to classify the main ways of organizing normative material, and to analyze the normative criteria for the quality of systematization works. The tasks include the study of the theoretical foundations of accounting, incorporation, consolidation and codification, as well as the study of innovations in the Law of Ukraine «On Law - making Activity» (Закон України «Про правотворчу діяльність»).

Methods. The research used systemic - structural (analysis of hierarchical relationships, study of the integrity of the structure, determination of logical interaction of elements), comparative - legal (comparison of legal systems, identification of common and distinctive features, adaptation of international experience) and formal - legal (analysis of the text of norms, study of legal terminology, study of logical construction prescriptions) methods.

Systematization is an integral stage of law - making, consisting in the activity of competent subjects to streamline normative prescriptions. Its legal nature is due to the need to eliminate the shortcomings of the system of sources of law: overcoming differences, multiplicity and duplication of acts. The effectiveness of this process is ensured by the use of the law - making technique, which is a set of means and techniques of objectification and change of legal norms. The result of systematization is an orderly system of legislation, where prescriptions are coordinated among themselves to ensure high - quality legal regulation and overcome the lag of law from the development of social relations.

The main methods of working with regulatory material are the following forms:

– Legal record - keeping: collection, storage and maintenance of acts in a control state (ledger - based, card - based, automated forms).
– Incorporation: merging prescriptions into collections (bulletins, information) without changing their content. It is divided into official, semi - official (officious) and unofficial; according to the method of ordering - into subject and chronological.

– Codification: a substantive reworking of the rules bound by a common subject and their merging into a single act (code, statute, regulation). It is general, sectoral, intersectoral and special.
– Consolidation: merging the norms of one area into a consolidated act without changing the content, but using unified terminology and eliminating contradictions.

The Law of Ukraine «On Law - Making Activity» defined systematization as a scientifically based component of the law - making process. The main criteria for evaluating the quality of work according to the Law are:

– Adherence to principles (art. 3): compliance with the rule of law, legal certainty and scientific support.
– Openness (art. 6): publicity of the proceedings, publication of information and online broadcasting of meetings.
– Stability of regulation (art. 11): special status of the code as the highest form of systematization of homogeneous relations.
– Internal quality of the act (art. 34): accuracy, no duplication, logical consistency and unambiguity of understanding.
– Technical excellence (art. 35): use of formal legal style and the Unified Glossary of Legal Terms.
– Service function (art. 52): ensuring free access to up - to - date consolidated texts of acts.
– Performance control (arts. 67, 68): implementation of legal monitoring to assess the achievement of regulatory objectives.

The legal requirements introduced ensure that the results of systematization are not devalued by subsequent uncoordinated acts, and that the legal system remains logical and predictable. The analysis of these criteria confirms the desire for complete unification of terminology and the integrity of the structure of legislation.

Results. It was established that systematization ceased to be a purely technical process and acquired the status of a full - fledged legal activity regulated at the level of the basic legislative standard. It was determined that the effectiveness of streamlining legislation today is measured not only by the absence of conflicts, but also by the level of publicity, linguistic and stylistic perfection and the results of legal monitoring.

Conclusions. The analysis of this information allows for the formation a holistic view of theoretical approaches, methodology and practical aspects of systematization of legislation as a component of law - making. Its division into methods (accounting, incorporation, consolidation and codification), as well as the determination of quality criteria in accordance with the Law of Ukraine «On Law - making Activity» make it possible to fully investigate the procedure for systematization of normative legal acts. The combination of theoretical foundations with the practical requirements of legal technology and legal monitoring tools creates a basis for further, deeper study of the selected topic.

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THE DOCTRINE OF THE RULE OF LAW IN THE PRACTICE OF THE CONSTITUTIONAL COURT OF UKRAINE

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Problem Statement. The rule of law is one of the fundamental principles of a democratic state and a key element in ensuring the protection of human rights and freedoms. In modern Ukraine, especially in the context of legal reforms and European integration processes, the practical implementation of this principle acquires particular importance. The activities of the Constitutional Court of Ukraine play a crucial role in shaping and developing the doctrine of the rule of law. However, certain aspects of its application remain debatable and require further scientific analysis.

Objectives. The objectives of the research are: to analyze the essence and content of the rule of law as a legal doctrine; to examine the peculiarities of its interpretation in the practice of the Constitutional Court of Ukraine; to identify problematic aspects of its implementation and outline possible ways of improvement.

Methods. The doctrine of the rule of law is considered through both formal and substantive approaches. The formal aspect focuses on legal certainty, stability of legislation, and equality before the law, while the substantive aspect emphasizes justice, human rights protection, and the limitation of state power.

In its practice, the Constitutional Court of Ukraine interprets the rule of law as a complex legal principle that includes such elements as proportionality, legal certainty, access to justice, and prohibition of arbitrariness. The Court often relies on these elements when assessing the constitutionality of laws and other normative acts.

At the same time, the analysis of judicial decisions demonstrates that the application of the rule of law is not always consistent. In some cases, the Court tends

to apply a more formal approach, which may limit the effectiveness of human rights protection.

Results. The study shows that the Constitutional Court of Ukraine plays a significant role in the development of the rule of law doctrine. Its decisions contribute to the formation of legal standards and influence the functioning of the entire legal system. Meanwhile, certain inconsistencies in judicial practice have been identified. In particular, there are cases where the principle of proportionality is not fully applied or where legal reasoning lacks sufficient depth. This indicates the need for a more comprehensive and consistent approach to the interpretation of the rule of law. The influence of international legal standards, especially the case law of the European Court of Human Rights, is also important for improving national judicial practice.

Conclusions. The rule of law remains a fundamental principle of the legal system of Ukraine, and its proper implementation is essential for ensuring democracy and human rights. The practice of the Constitutional Court of Ukraine demonstrates both positive developments and certain shortcomings in this area. Further improvement requires strengthening the consistency of judicial decisions, deepening the substantive interpretation of legal principles, and taking into account international standards. The development of the rule of law doctrine will continue to play a key role in the evolution of Ukrainian statehood and legal system.

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THEORETICAL AND LEGAL FOUNDATIONS OF DEFINING HUMAN RIGHTS

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Problem statement: the core of the research problem lies in the fact that human rights are not static dogmas but dynamic constructs that evolve alongside societal progress, which highlights the critical importance of studying the various theories of their origin. Despite the absence of a single, universally accepted definition in legal doctrine, human rights are strictly codified in international legal acts and remain mandatory for all subjects of the global legal order. Furthermore, it is essential to establish that human rights are not limitless; their practical application is determined by their specific content and scope, which define the boundaries between individual liberty and the interests of the community.

Objectives. The purpose of the work is to reveal the theoretical and legal nature of human rights as a dynamic and evolving legal category, to form a comprehensive general idea of their conceptual framework, and to analyze their mandatory fixation in international legal instruments. The tasks include the study of the fundamental theories of human rights' origin, the investigation of their evolutionary transformation in modern jurisprudence, and the analysis of the categories of «content and scope» as key factors in defining the legitimate boundaries and limitations of these rights.

Methods. This research focuses on exploring the theoretical essence of human rights and the conceptual shift from static to dynamic interpretations. The study provides an analytical overview of how different legal doctrines define the nature of rights and their boundaries.

Human existential rights and freedoms are certain opportunities necessary to satisfy the needs of an individual's existence and development under specific historical conditions, which are objectively determined by the achieved level of societal development and ensured by the obligations of other subjects.

There are various theories of the origin of human rights, each formed under the influence of different social, historical, and economic factors. Over time, the recognition of these rights has significantly increased, leading to a state where human rights are valued more highly in the modern legal order. These theories explain how the conceptual understanding of rights has transitioned from basic ideas to fundamental global priorities.

● The Natural Law Concept.

This doctrine is founded on the principle that rights are inherent, being granted at birth irrespective of individual traits. These include the rights to life, health, and safety, which are non-derogable under any conditions. The state cannot infringe upon

these rights; instead, it is duty-bound to ensure the proper environment for every individual to exercise them effectively. This doctrine is the cornerstone of democratic social states under the rule of law, in which the human being is central to all activities.

● The Positivist Concept.

This doctrine differs significantly from the natural law theory, as it focuses on the formalization of rights. Here, the state defines the opportunities available to people, essentially granting them their rights. Under this concept, rights are shaped by the ruling elite based on their own needs and interests, often favoring a specific social group. Consequently, the concentration of power in the hands of certain individuals can lead to state terror, as any decision by a dictator to restrict or alter rights carries supreme legal authority. Any failure to comply with these artificially established rights entails a system of punishments and a mandatory obligation to apply them in cases of defiance. This concept served as the foundation for totalitarian states, where the individual is not recognized as a person.

● The Sociological Concept.

According to this theory, human rights are characterized as a complex social phenomenon. They are not static but evolve under the influence of social, legal, and technological changes. However, such evolution does not negate the universality of rights; rather, it refines their scope of application to suit the newly emerging environment. This is considered the most conscious concept, as it acknowledges that human rights have passed through various stages of formation and constant adaptation to societal needs over time. This historical progression allows for the formulation of a comprehensive perspective based on the developmental steps already taken.

● The Marxist Theory.

This theory is centered on class stratification, stemming from the power struggle and the revolutionary tension between the proletariat and the bourgeoisie. This conflict resulted in a profound social divide, separating those who formed the ruling upper classes from those compelled to submit to them. According to this doctrine, society is driven by competition and the struggle for higher status. This internal conflict is reinforced by actions directed toward the state to justify the necessity and social value of such classes within the systemic structure.

Human rights, like any other phenomena, are described through qualitative and quantitative indicators.The qualitative indicator refers to the content of human rights—specifically, what functions they perform and which spheres they encompass. The quantitative indicator refers to the scope of human rights—that is, the range of individuals or subjects to whom they apply.

The content defines the elements and processes necessary to constitute the concept itself. This characteristic cannot exist without the conditions and means through which a right is realized. Essentially, the content of human rights is the very possibility of acting or refraining from action to satisfy one's needs within established conditions.

The scope is a quantitative characteristic. It includes all numerical and restrictive parameters: timeframes, the circle of subjects (beneficiaries), and the total number of accessible rights.

Results. The analysis of various legal doctrines reveals that the perception of human rights is fundamentally shaped by the underlying theoretical framework. While Natural Law establishes rights as inherent and unalienable, Positivism views them as state-granted privileges, and the Sociological approach treats them as a dynamic social phenomenon. Furthermore, the study demonstrates that rights are characterized by two primary indicators: content (qualitative), which defines the essence of the right and the means of its realization, and scope (quantitative), which determines the temporal limits and the specific circle of subjects involved.

Conclusions. In conclusion, the evolution of human rights reflects a transition from rigid, state-centric models toward more conscious and adaptive systems. The effectiveness of any legal system depends on its ability to balance the content of rights with an adequate scope, ensuring that the individual remains the focal point of state activity. A comprehensive understanding of these concepts is essential for maintaining the rule of law and preventing the emergence of totalitarian structures, ultimately safeguarding human dignity in a changing social and technological landscape.

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THE PROBLEM OF CONSCIOUSNESS IN THE ANALYTICAL PHILOSOPHY OF MIND

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Problem Statement. The problem of consciousness has remained one of the most difficult issues in philosophy for many centuries. A person not only reacts to the world and acts in it, but also has inner experience: we feel emotions, think about our actions, analyze our feelings, and form an understanding of ourselves. However, this subjective aspect of human life cannot be directly seen or clearly measured. We can observe behavior, but not the inner flow of thoughts and feelings, which makes consciousness very mysterious.

In the 20th century, analytical philosophy of mind proposed a new approach to this problem. Its representatives tried to describe consciousness using clear concepts and logical analysis. They wanted to show how physical processes in the brain are connected with thinking, emotions, and subjective experience. Their goal was to understand how the biological brain creates such complex things as self-awareness and inner experience. The most difficult question is why the brain does not only process information, but also creates personal experience and a sense of the "self".

Modern studies of consciousness are not limited to philosophy. Psychology studies behavior and thinking processes, neuroscience examines the structure and functions of the brain. Because of this, the problem of consciousness is not only theoretical, but also practically important.

Objectives. The aim of this work is to show how the analytical philosophy of mind studies the phenomenon of consciousness, what questions it can answer, and which aspects still remain unsolved. The research tries to combine classical philosophical approaches with modern scientific results in order to define the limits of our understanding of human consciousness.

Methods. To achieve this aim, several methods were used. First, the main approaches of analytical philosophy of mind to the problem of consciousness were analyzed. Second, the difference between the "easy" and the "hard" problems of consciousness was explained. Third, the influence of modern brain research and psychological theories on philosophical ideas about consciousness was examined. Finally, the ideas of classical philosophers were studied to better understand modern discussions about the nature of consciousness and its forms.

The analytical philosophy of mind aims to give a clear and logical explanation of what we call consciousness. Its tools include logical analysis, comparison of concepts, and the use of data from modern human sciences. Within this field, several

main views on the nature of consciousness have developed, the most well-known being physicalism, dualism, and functionalism.

Physicalism argues that all our mental states are the result of purely physical processes in the brain. Emotions, thoughts, or certain experiences are connected with neural networks, chemical changes in the brain, or electrical activity of nerve cells. From this point of view, consciousness is not separate from the body: it is considered a complex result of physiological processes that can be studied scientifically. This approach allows consciousness to be studied experimentally through brain activity, neural networks, and cognitive processes. Modern neuroscience confirms a strong connection between brain physiology and mental phenomena. For example, the frontal lobes are responsible for planning and decision-making, while the hippocampus is involved in memory formation.

Dualists believe that consciousness has a special status and cannot be reduced to physical processes. Unlike physicalists, they argue that the brain and body are only part of reality, while subjective experience is something qualitatively new. David Chalmers distinguished between the "easy" and "hard" problems of consciousness: the easy problems concern behavior and cognitive processes, while the hard problem is subjective experience, which science still cannot fully explain.

Functionalism claims that what matters are not the material properties of the brain, but the functions it performs. For example, pain is important not because of neural processes but because it causes the body to react to danger. Functionalism also opens the way to studying consciousness in artificial systems, because even a machine can perform functions similar to the brain and show behavioral responses to stimuli.

Classical philosophers also made important contributions to understanding consciousness.

– Plato considered the soul as a separate entity that reflects a person's inner nature.
– Aristotle described levels of the psyche: vegetative, animal, and human, showing that consciousness develops from basic functions to complex cognitive processes.
– The Stoics and Hryhorii Skovoroda emphasized self-knowledge, moral choice, and inner experience.

These ideas show that consciousness is not only about the physics of the brain, but also about the meaning of life, morality, emotions, and reflection.

Neuroscience allows us to study the brain in more detail and connect its activity with behavior and mental states. Methods such as MRI, EEG, and functional brain imaging show which parts of the brain are active during different cognitive processes. However, even with detailed knowledge about the brain, one question is still open: why do neural processes create subjective experience — the feeling of "what it is like"?

Practical significance. Analytical philosophy of mind helps:

– in psychotherapy and work with mental disorders;
– in ethical discussions, because understanding consciousness influences how we treat people, animals, and possibly machines.

It teaches us to ask clear questions, to separate what can be explained from what is still unknown, and to see the difference between subjective experience and objective processes

Results. The study shows that consciousness can be understood in different ways. Physicalism links mental states to brain activity, dualism emphasizes the unique nature of subjective experience, and functionalism focuses on the functions of the mind, even in machines. Neuroscience confirms the connection between brain structures and behavior, but the “hard problem” of why we have personal experiences remains unsolved. Overall, understanding consciousness requires combining philosophy, psychology, and neuroscience.

Conclusion. Consciousness remains one of the most difficult and interesting topics in philosophy and science. Analytical philosophy of mind helps to organize knowledge about consciousness, to distinguish between easy and hard problems, and to understand what can be explained by physics and logic and what cannot. Combining classical philosophical ideas, modern brain research, and logical analysis helps us better understand consciousness and opens new possibilities for future research.

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ADMINISTRATIVE DISCRETION AND ITS LIMITS IN THE ACTIVITIES OF A PUBLIC ADMINISTRATION AUTHORITY

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Problem Statement. One of the key principles of a democratic state is the concept of separation of powers, which ensures that the state apparatus runs effectively and prevents power from being concentrated in the hands of just one individual or body. This principle provides for the division of power into three independent branches: legislative, executive and judicial. The executive branch is responsible for enforcing legal standards, which requires relevant institutions to operate within their designated authority. Therefore, the rule of law requires public authorities to give high priority to human rights in their decision-making processes.

The significance of the research stems from the fact that public administration authorities have significant discretionary powers. When exercising discretionary powers, it is critical to consider how administrative discretion is used by public administration authorities.

Objectives.

The primary objectives of this research are:

1) to define the relationship between administrative discretion and discretionary powers.
2) to describe the concept of discretionary powers.
3) to identify the main characteristics and limits of administrative discretion.
4) to analyze prospects for enhancing legislation in the area of administrative discretion.

Methods. Complex methodologies, particularly dialectical and systemic approaches, formal-legal and comparative procedures, analysis and synthesis methods, have enabled the achievement of the described purpose. [1, p. 35].

In the framework of Ukrainian legal science, the idea of «administrative discretion» is closely related to «discretionary powers» as they both refer to the process of exercising competence in the actions of public authorities. A public administration body has discretion when a legal standard provides for multiple possibilities for permitted behaviour of such body in response to the events or actions of other subjects in legal relations. [5, p. 18]. Discretionary power can be defined as the ability to choose whether or not to act, and if so, to select a decision or action option from among those directly or indirectly mentioned in legislation. An important aspect of such choice is that it is made without the requirement for anyone to agree on the chosen option. [2].

Administrative discretion is distinguished by the requirement that the exercise of discretionary powers adhere to the norm of the rule of law. [3].Subjects with power have the opportunity to select the optimal conduct in order to govern a given range of social relations. Public administration authorities exercise administrative discretion in accordance with the right purpose, without regard for personal gain or the influence of third parties. [4, p. 182].

To improve administrative discretion, the actions of public administration authorities in exercising their administrative discretion should be subject to regulation and proper control. [5, p. 19]. Additionally, there is no definitive list of regulatory provisions governing the right of a public administration body to exercise administrative discretion. Therefore, in order to determine whether the relevant authority has the power to exercise discretion, the legislative framework must be analyzed.

Results. Administrative discretion refers to the legally defined ability of public authorities to choose among several lawful options when exercising their powers, while ensuring that such choices adhere to the rule of law and are motivated by the proper purpose of regulating social relations rather than personal interests.These capacities provide for greater flexibility in implementing laws and regulations to specific instances while remaining consistent with legal requirements and policy objectives.

Without discretionary powers, the government would be limited by inflexible laws that could not account for the complexities and diversity of real-world situations. However, immense power brings substantial responsibilities. Consequently, this power must be employed fairly, publicly, and in line with the law.

Conclusions. Through the application of administrative discretion, a public administration institution can select the most appropriate solution for a particular case, taking into account its factual conditions while remaining within generally accepted limits. The exercise of these powers allows public administration bodies to optimize their activities while also having a positive impact on the implementation of public administration principles such as the rule of law, justice, and the principles of good administration. These principles serve as important guarantees of relations between citizens and the state.

In conclusion, discretionary powers are essential in governance as they allow public administration authorities to make decisions based on judgment rather than strict regulations.

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THE ISSUE OF THE LAWMAKING OF THE CONSTITUTION OF THE ITALIAN REPUBLIC OF 1947

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Problem Statement. The issue of lawmaking plays a crucial role in the process of state formation, as it determines the mechanisms for adopting, amending, and repealing laws while ensuring their compliance with the fundamental principles of the state system. Moreover, lawmaking directly affects the political regime, as this process is based on the distribution of competences among state bodies and the empowerment of the political rights of the people.

In this regard, the Constitution of the Italian Republic of 1947 not only establishes the organization of state power but also consolidates the foundations of a republican system and democratic governance.

The example of Italy clearly demonstrates how the political regime has evolved over time and how constitutional lawmaking has established republican principles. In particular, the transition to a republic was confirmed through the Italian institutional referendum of 1946, which became a decisive manifestation of popular sovereignty. This referendum illustrates that lawmaking is closely linked with the direct expression of the will of the people and serves as a key instrument of democracy.

Objectives. The purpose of this research is to analyze the legal foundations of lawmaking enshrined in the Constitution of the Italian Republic of 1947, as well as to examine the role and powers of the Italian Parliament in the legislative process, taking into account its bicameral structure.

It also aims to explore the roles of parliament, courts, and referendums in the lawmaking process, to determine their impact on the formation of the political regime and the functioning of a democratic state, and to examine the constitutional limitations imposed on certain state bodies in the exercise of lawmaking powers.

Methods. The research employs a combination of general scientific and specialized methods. The comparative-historical method is used to analyze

lawmaking in Italy across different periods, tracing changes in the political regime. The analytical method is applied to examine academic literature and legal acts.

The historical-legal method is used to study the prerequisites and significance of the 1947 Constitution. The formal-legal method is applied to analyze constitutional norms, lawmaking procedures, and the limitations imposed on state bodies.

Results. Lawmaking plays a crucial role in society, as it forms the legal framework that regulates social relations, guarantees citizens' rights, and ensures the stable functioning of the state. Moreover, lawmaking is not merely a technical process of creating legal norms, but also a reflection of social needs, historical traditions, and evolving concepts of justice.

Throughout history, lawmaking has transformed social relations into a structured system of legal rules, established procedures for drafting, amending, and repealing laws, and granted legal norms a universally binding character. It also represents the officially established activity of state bodies aimed at developing, improving, and adapting legal norms to the changing needs of society.

In modern democratic states, lawmaking significantly influences the political regime and the organization of state power. The distribution of legislative initiative and competences among state bodies determines the balance of power, the effectiveness of governance, and the limits of executive and legislative authority.

In the case of Italy, the 1947 Constitution enshrines these principles, clearly defining the roles of parliament, government, and courts in the lawmaking process. Legislative power is vested in a bicameral parliament, while the executive branch may adopt decree-laws only within limits established by parliament, thereby ensuring a system of checks and balances. Furthermore, the Constitutional Court of Italy plays a crucial role in reviewing the constitutionality of laws, resolving disputes between state authorities, and safeguarding the supremacy of the Constitution.

A distinct place in the lawmaking process is occupied by the procedure for amending the Constitution. This process requires two readings of a draft law in both chambers of parliament with a specified time interval. Additionally, a referendum may be held if requested by the relevant субъекты (better: authorized actors). This procedure contributes to achieving broad political consensus and prevents hasty constitutional changes.

The referendum is an essential instrument for expressing the will of the people, allowing citizens to participate directly in major political decisions. It is provided for in most modern constitutions as a key democratic mechanism ensuring that the state takes into account the views of its citizens.

A historical example is the proclamation of the Italian Republic: during the referendum held on 2–3 June 1946, Italians were asked to choose between a monarchy and a republic. The results of this referendum directly led to the adoption of the 1947 Constitution, which established the republican system and laid the foundation for democratic governance.

Conclusions. Thus, lawmaking in Italy—combining parliamentary legislation, executive action, judicial review, constitutional amendment procedures, and citizen participation through referendums—ensures the stability of the legal system and supports the development of democratic principles.

Moreover, the 1947 Constitution demonstrates how lawmaking shapes the political regime, organizes state power, limits the authority of individual bodies, and provides a direct channel for expressing the will of the people, thereby confirming the essential role of lawmaking in the functioning of a modern democratic state.

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FEATURES OF DISTINGUISHING AND TRANSFORMING THE ROLES OF ORGANIZER AND INSTIGATOR IN UKRAINIAN CRIMINAL LAW

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Problem Statement. The problem of distinguishing between the roles of the organizer and the instigator as types of accomplices in a criminal offence remains highly controversial and widely debated. This issue is particularly relevant in the context of reform of Ukrainian criminal legislation and the increasing complexity of organized criminal activity, which necessitates a clear and precise legal differentiation between these roles to ensure the proper qualification of criminal offences and the fair administration of justice.

Objectives. The institution of complicity in criminal offence under Ukrainian criminal law, specific the legal roles of the organizer and the instigator as distinct types of accomplices.

Methods. The following methods have been used in the research: formal-legal method, comparative-legal method, method of analysis, systemic-structural method, statistical method, method of synthesis and generalization.

Results. According to Part 3 of Article 27 of the Criminal Code of Ukraine (hereinafter – the CC of Ukraine), an organizer is a person who organized the commission of a criminal offence (criminal offences) or directed its (their)

preparation or commission. An organizer is also a person who formed an organized group or a criminal organization or directed it, as well as a person who ensured financing or organized the concealment of the criminally unlawful activities of an organized group or a criminal organization [3].

At the same time, the legislator clearly distinguishes the role of the organizer from that of the instigator. Under Part 4 of Article 27 of the CC of Ukraine, an instigator is a person who, by persuasion, bribery, threats, coercion, or otherwise induces another accomplice to commit a criminal offence [3]. The instigator arouses in the perpetrator or in other accomplices the desire and determination to commit a criminal offence, that is, forms (generates) in accomplices the intent to commit a socially dangerous act [4, p. 99].

Having analyzed the roles of the organizer and the instigator, it is possible to observe their similarities. However, the organizer and the instigator perform fundamentally different functions. The former deals with persons who are already prepared, due to certain circumstances (including prior influence by the instigator), to commit a criminal offence, and coordinates, unifies, and plans the activities of such persons. The instigator, in turn, retains the function of inducing others to commit a crime [5, p. 1].

Us O. V. emphasizes that establishing the fact of inducement is necessary and, at the same time, sufficient to recognize a person as an instigator. Therefore, the presence in the accomplice's conduct of any other features not inherent in the functions of an instigator goes beyond such functions and indicates either that the person performs the role of another accomplice (the organizer), or that subject, alongside the activity of an instigator, also performs role of another participant in criminal offence [5, p. 2].

Zharovska H. P. emphasizes that, in order to be considered an organizer, a person must not only push another person to commit a criminal offence but must also do something more. Such a person must, as the law states, organize the commission of the criminal offence, that is, develop its plan, distribute roles among accomplices, or precisely determine in detail the role of the perpetrator [2, p. 125]. The organizer may employ all means of influence upon other accomplices that are also used by the instigator, since both act as initiators of the commission of a criminal offence.

However, unlike the instigator, the organizer is not limited to inducing other persons to commit a criminal offence; his or her mission does not end with the act of instilling determination in a particular person to commit a socially dangerous act [2, pp. 137-138]. Therefore, the role of the organizer in the commission of a socially dangerous act is significantly broader, since he or she not only forms the intent of other accomplices but also takes concrete measures to implement the criminally unlawful design.

An instigator, regardless of the methods used to induce another person to commit a criminal offence, pursues exclusively the aim of generating determination in another individual to engage in unlawful conduct and strengthening such determination. The organizer, in addition to this, aims to bring the criminally unlawful act to its logical completion and, in certain cases, to ensure the prospects for

the development of criminally unlawful activity; at the same time, such a person is involved in the process of committing the criminal offence from beginning to end.

Conclusions. The main distinction between an instigator and an organizer as accomplices to a criminal offence lies not only in the methods of influencing other persons, but also in the duration of their participation in the commission of the criminal offence and the scope of their functions. The role of instigator effectively ends once person has formed the intent in another person by means of persuasion, bribery, threats, coercion, or otherwise. After that, the instigator, as a rule, does not participate in the further implementation of the criminally unlawful design.

At the same time, organizer is characterized by a significantly broader and more prolonged activity. In addition to instigation and/or initiation of the commission of a criminal offence, such a person develops the plan, distributes roles, provides the means, directs the preparation and often the execution itself, finances, and sometimes conceals the consequences of the socially dangerous act.

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THE IDEOLOGICAL AND POLITICAL DOCTRINE OF UKRAINIAN NATIONALISM: FOUNDERS, THEIR KEY IDEAS AND LEGAL ASSESSMENT

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Problem Statement. The study of the ideological foundations of state-building is a fundamental task of contemporary historical and legal scholarship. In a scientific

sense, ideology emerges as a coherent paradigm formed as a result of painstaking intellectual labour. It not only illuminates a person's attitude towards the surrounding reality, but also directs the individual towards the realisation of specific ideals and goals.

Throughout the various stages of human development, ideological systems have taken on characteristics specific to a particular era. Our globalised age is characterised by attempts to project the values and ideals of the past onto the present, which often leads to significant historical consequences.

In Ukrainian society, there is still a certain degree of terminological confusion, particularly regarding the understanding of the doctrine of Ukrainian nationalism. This phenomenon is a direct consequence of the long-standing policy of the USSR, aimed at distorting the nature of national liberation movements and equating them with hostile totalitarian ideologies. [3]

The fall of the Yanukovych regime, the outbreak of the Russian-Ukrainian war in 2014 and its escalation into a full-scale conflict in 2022 have brought about a radical transformation in the political consciousness of society. The sharp rise in national consciousness has highlighted the need for a thorough study of the ideological legacy of the founders of Ukrainian nationalism. [4]

Objectives. The aim of this study is to conduct a systematic historical and legal investigation into the origins, development and evolution of the ideological and political doctrine of Ukrainian nationalism. The study seeks to identify the key conceptual foundations of state-building in the works of the movement's founders, to provide a legal assessment, and to determine the mechanisms of ideological continuity.

Methods. The study combines various research methods to conduct a historical and legal analysis of the emergence of ideas of independence and the ideological works of theorists, to assess the activities of nationalist organisations, and to examine the role of modern Ukrainian nationalism in the current Russian-Ukrainian war. [2]

Results. The study identified the origins of the ideas of independence and their evolution into Ukrainian nationalism, which was thoroughly expounded by theorists; the concept of 'naciocracy' emerged as a consequence of the defeat in the Ukrainian Revolution. These ideas were subsequently embodied in nationalist organisations established during the interwar and wartime periods. The idea of nationalism has undergone changes to adapt to the present day, and today it has also been adapted to the conditions of war. [1]

Conclusions. Ukrainian nationalism has evolved from a legal justification for independence to the creation of a comprehensive model of an 'underground state' and a unique doctrine of nationocracy. By forging a third path of development that combines social justice, geopolitical agency and the mobilisation of will, this movement has become the intellectual foundation of modern statehood. Today, Ukrainian nationalism sustains the spiritual life of the nation, helping the state to resist the aggressor state.

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RESTRICTIONS OF HUMAN RIGHTS AND FREEDOMS UNDER MARTIAL LAW

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Problem Statement. The imposition of martial law in Ukraine due to full-scale Russian aggression has created a complex legal challenge, balancing national defense and the protection of constitutional rights. Current legislation allows for certain restrictions, but lacks comprehensive definitions of their boundaries and effective control mechanisms. This lack of doctrinal certainty creates risks of both excessive restrictions and ineffective responses to threats to national security.

Objectives. The purpose of this work is a comprehensive analysis of the legal grounds, limits and mechanisms for restricting human rights and freedoms in conditions of martial law based on the Constitution of Ukraine and international legal standards, as well as determining the criteria for the admissibility of such restrictions and guarantees for the preservation of absolute human rights in conditions of protracted armed conflict.

Methods. The study uses general scientific and special legal methods, in particular system-structural analysis and comparative law methods, to analyse the constitutional and international framework of human rights restrictions.

A full-scale invasion required the state to ensure national security while preserving democratic principles. The legal basis for restricting rights is primarily Article 64 of the Constitution [1] and the legislation on the legal regime of martial law, which is comprehensively studied in modern legal literature [4].

These acts form a structure that requires systematic interpretation in conflict conditions. The key problem is determining the limits of permissible restrictions. Constitutional theory distinguishes between rights that are subject to and not subject to restriction; Article 64 of the Constitution of Ukraine directly states: “the rights and freedoms provided for in Articles 24, 25, 27, 28, 29, 40, 47, 51, 52, 55, 56, 57, 58, 59, 60, 61, 62, 63 of this Constitution cannot be restricted” [1]. This prohibits any

restrictions on human dignity, equality and protection from torture, even in times of war.

At the international level, this is regulated through “derogation” (a departure from obligations). According to Article 15 of the European Convention on Human Rights, states may derogate from certain obligations in times of emergency, provided that the measures are proportionate. Analyzing the case law of the ECHR, modern scholars note that “the state must apply restrictions only in extreme cases, and any abuse is not allowed” [6]. Practical restrictive measures in Ukraine include curfews, restrictions on movement, mobilization and bans on assemblies.

The Constitutional Court of Ukraine ensures that they do not go beyond the constitutional limits, which is confirmed by its decisions: “under martial law, human rights and freedoms guaranteed by the Constitution of Ukraine in the provisions of Article 29 (right to liberty and personal integrity), Article 55 (right to judicial protection) cannot be limited” [2]. The principle of proportionality is central, state measures must be necessary to achieve a legitimate goal. According to domestic authors, “state security is impossible without taking into account the balance of interests of the individual, civil society and the state. This balance is achieved through the introduction of moderate restrictions” [5].

Results. Although Ukrainian courts are gradually adopting this approach, its consistent application requires improvement. Special attention is paid to freedom of expression and access to information. Such measures are consistent with the practice of the ECHR during armed conflicts, provided that they remain necessary in a democratic society [6]. Access to justice also faces challenges, but the state is obliged to ensure the functioning of the judiciary. As emphasized in professional publications, “even under the legal regime of martial law, restrictions on rights and freedoms in no way extend to the fundamental rights of citizens” [3].

Ultimately, martial law should not become an instrument for arbitrary power. The Verkhovna Rada exercises parliamentary control, and the Commissioner for Human Rights monitors systemic violations. These institutional mechanisms guarantee that restrictions remain temporary and proportionate [3, 4].

Conclusions. Thus, restrictions on human rights and freedoms under martial law are constitutionally and internationally permissible, but only if they are within clear legal limits - a legal basis, proportionality, temporary nature and respect for the absolute core of rights. Independent monitoring remains a necessary condition for preventing excessive restrictions in the extremely difficult conditions of a protracted armed conflict.

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MAIN SOURCES AND FEATURES OF MODERN UNITED KINGDOM LAW

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Problem Statement. The legal system of the United Kingdom is characterized by its unique structure, where judicial precedent plays a central role. Unlike continental legal systems, UK law significantly relies on case law developed through judicial decisions. This raises the need to analyze the nature, functions, and interaction of judicial precedent with statutory law in shaping the modern legal framework.

Objectives. The aim of this study is to examine judicial precedent as a primary source of law in the United Kingdom, to determine its legal nature, binding force, and its relationship with statutory law. The study also seeks to analyze the hierarchy of courts in the formation of precedents.

Methods. The research is based on general scientific and special legal methods, including analysis, synthesis, comparative-legal method, and formal-legal method. These approaches allow for a comprehensive examination of the doctrine of precedent and its practical application within the UK legal system.

Results. Judicial precedent is defined as a decision of a court in a particular case that is binding on courts of the same or lower level when resolving similar cases. UK law traditionally distinguishes between common law and statutory law, as well as between written law (legislation) and unwritten law (case law). Precedent law, often referred to as “judge-made law,” plays a crucial role in interpreting and supplementing statutory provisions.

The interaction between precedent and statute is complex. Formally, statutes adopted by Parliament prevail over judicial decisions. However, in practice, statutes are interpreted and applied through numerous judicial precedents, which significantly influence their real meaning and implementation. Thus, judicial practice often determines the actual content of legislative norms.

The binding force of precedents depends on the position of the court within the judicial hierarchy. Decisions of higher courts are binding on lower courts. Historically, decisions of the House of Lords (now the Supreme Court) were binding on all courts; decisions of the Court of Appeal are binding on lower courts and, with limited exceptions, on itself; decisions of the High Court are binding on lower courts and serve as persuasive authority in other cases.

An essential feature of precedent law is the doctrine of *stare decisis*, according to which courts are obliged to follow previously established legal principles. At the same time, certain aspects of precedent theory remain controversial, particularly the determination of the "material facts" of a case, which may involve a degree of judicial discretion.

Judicial decisions that form precedents are published in official law reports, such as *Law Reports* and *Weekly Law Reports*. Not all decisions are published; only those considered significant for legal practice are selected.

Conclusions. Judicial precedent is a fundamental source of law in the United Kingdom, ensuring stability, consistency, and predictability in legal regulation. Despite the formal supremacy of statutes, precedents play a decisive role in interpreting and applying legal norms. The doctrine of precedent reflects the dynamic nature of UK law, allowing it to adapt to social changes while maintaining continuity. At the same time, certain theoretical ambiguities within precedent law indicate the need for further scholarly analysis.

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THE ACT OF DECLARATION OF INDEPENDENCE OF UKRAINE (24.08.1991.): BACKGROUND, ADOPTION PROCESS, CONTENT, AND SIGNIFICANCE

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Problem Statement. The Act of Declaration of Independence of Ukraine, adopted on August 24, 1991, is a fundamental document in the modern history of Ukrainian statehood. Its adoption marked a crucial turning point, not only for Ukraine but also within the broader context of the dissolution of the Soviet Union [3]. Understanding the complex interplay of internal political developments, the growth of the national movement, and the external crisis in Moscow is essential for a comprehensive analysis of this pivotal event. This study addresses the need for a concise yet thorough examination of the origins of the act,political dynamics surrounding its adoption, and its enduring legal and political significance for the formation of a sovereign Ukrainian nation.

Objectives. The primary objectives of this research are: to identify and analyze the key internal and external preconditions that created the political window for the adoption of the Act; to reconstruct the process of its legislative adoption by the Verkhovna Rada of the Ukrainian SSR; to examine the content, structure, and legal implications of the document itself;to evaluate its immediate significance in terms of national sovereignty and its long-term impact on Ukrainian state-building; and to assess its role in paving the way for Ukraine's international recognition following the December 1991 referendum.

Methods. This research is based on a comprehensive analysis of primary sources, primarily the text of the Act of Declaration of Independence and the resolutions of the Verkhovna Rada of the Ukrainian SSR. General scientific methods of analysis, synthesis, and generalization were employed to process the information. A historical-genetic method was used to trace the evolution of the Ukrainian independence movement from the late 1980s. A comparative legal method was applied to contextualize the Act within the framework of Soviet constitutional law and the declarations of other union republics. Additionally, a chronological approach helped to structure the sequence of events leading to and following August 24, 1991.

Results. The study identifies several key preconditions for the Act: the rise of the national democratic movement, particularly the People's Movement of Ukraine (Rukh); the progressive weakening of the central Soviet government under Mikhail Gorbachev; the failure of the hardline August 1991 coup attempt in Moscow, which discredited the central authorities; and the growing desire among Ukrainian political elites and the public for genuine economic sovereignty and self-governance. The

adoption process was swift and decisive; the Verkhovna Rada convened an extraordinary session on August 24 and, by an overwhelming majority of 346 votes in favor, adopted the Act. Its content proclaims Ukraine as an independent, democratic state, declares the supremacy of its own laws over Soviet legislation on its territory, and establishes the exclusive jurisdiction of Ukraine. The subsequent All-Ukrainian referendum on December 1, 1991, overwhelmingly confirmed this decision, with over 90% of voters approving the Act (Wilson, 2015). The significance of the Act is profound: it legally formalized the creation of the modern Ukrainian state, initiated the process of its rapid international recognition, and became the enduring ideological and constitutional foundation for building national institutions, a market economy, and a civil society. [2]

Conclusions. The Act of Declaration of Independence of Ukraine was the logical culmination of the Ukrainian people's long historical struggle for self-determination and a direct response to the political crisis within the USSR. It not only capitalized on the temporary power vacuum following the August coup but also laid the groundwork for the irreversible construction of a sovereign, democratic state. The enduring significance of the Act lies in its role as the cornerstone of modern Ukrainian statehood, shaping the nation's political, legal, and social development to this day and serving as a constant reference point for Ukraine's European and Euro-Atlantic aspirations. Further research could focus on a comparative analysis with similar declarations from other post-Soviet states.

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COMMUNAL PROPERTY AS THE MATERIAL BASIS OF LOCAL SELF-GOVERNMENT

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Problem Statement. The legal institution of communal property in Ukraine is an example of an indispensable foundation whose effective management became the basis of modern Ukrainian decentralization. In the context of modern state-building challenges of the 21st century, the rethinking of its role as the 'material basis of the local community' is of particular importance for the assertion of local autonomy and economic sovereignty. [4]

Objectives. The aim of the work is a comprehensive analysis of the evolution of the legal regime of communal property, investigating its contribution to the establishment of the financial independence of local authorities, and assessing the relevance of decentralized management in the context of European integration.

Methods. The study combines methods of historical analysis, comparison of legislative acts, and the method of analogy between the challenges of municipal reforms at the end of the 20th century and modern democratic processes in Ukraine.

The work provides an in-depth analysis of the development of communal property and its evolution, beginning with its role in the transition from a centralized state economy to the creation of organized municipal structures. A significant focus is devoted to legal transition: from the early dominance of state ownership to a sophisticated system of communal rights, which serves as a safeguard against the return to administrative tyranny.

Additionally, it highlights the progressive stance on the community participation movement, illustrating the belief that true local self-government is impossible without social and legal control of residents over local resources. Furthermore, the research explores the complex legal vision, analyzing the perception of Ukraine's municipal system on the European map, caught between the standards of the European Charter of Local Self-Government [2] and the remnants of post-Soviet centralization.

Of particular importance is the criticism of the old doctrine of absolute state ownership; the study notes that central bureaucracy often used this concept as a screen for limiting the rights of local communities. The principle of "subsidiarity and local priority" is presented as a manifesto of municipal development — putting the interests of the community above narrow departmental ones.

The analysis also explores the legislative and doctrinal heritage of Ukrainian legal thought. Through an examination of key legal acts and principles, the study demonstrates how legal science translated complex concepts such as municipal justice, equality of ownership, and local dignity — into a practical framework for the

masses. It shows that municipal law served as a powerful tool for civic education, shaping the national consciousness and legal culture of the Ukrainian people.

Finally, the work addresses the critical issue of legal interpretation and the manipulative use of communal assets. It investigates how various administrative regimes selectively used and distorted the idea of public property to serve narrow political interests. By deconstructing these practices, the research restores the authentic image of communal property as a tool whose ultimate goal was the establishment of a sovereign, democratic, and law-based local government system [1]. In the face of ongoing economic challenges, reflections on municipal sovereignty and civic duty take on a renewed significance.

Results. It has been established that the path of municipal reform is marked by the transition from early state-centrism to the establishment of communal property as a "guarantee of autonomy" [3]. An important aspect of this activity is the struggle for the economic rights of communities and the integration of decentralization strategy into the general national development plan.

Conclusions. The theory of communal property as a material basis is a living theoretical base for resolving modern social and economic conflicts. The strategy of local revival, based on the priority of community interests over centralized doctrines, remains a leading guide for Ukrainian society in its pursuit of full membership "among the free European municipalities."

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RESTORATION OF THE UKRAINIAN PEOPLE'S REPUBLIC DURING THE DIRECTORY PERIOD AND ITS HISTORICAL SIGNIFICANCE

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Problem Statement. The process of state-building in the Ukrainian People's Republic remains a central subject of Ukrainian historical research. Despite its brevity and the pressure of external threats, the Republic's governance laid a crucial foundation for modern statehood. In the face of contemporary challenges to Ukraine's territorial integrity, examining the political and legal heritage of the Directory period is essential for understanding the historical continuity of the Ukrainian state.

Objectives. The primary objectives of this research are to analyse the restoration of the Ukrainian People's Republic under the Directory and to evaluate its legal significance for the development of national statehood.

Methods. Several methodological approaches are employed:

– historical-legal analysis to examine the statutory acts issued by the Directory;
– the comparative method to contrast different stages of the Ukrainian People's Republic's development;
– the deductive method to identify causal relationships between political events and legal outcomes.

The struggle for independence and state formation occupies a central place in Ukrainian history. The Ukrainian People's Republic left a significant mark despite its short lifespan. In May 1918 the restoration process was initiated through the formation of the Ukrainian National-State Union by various political and professional groups. By August 1918 this body had been reorganised into the Ukrainian National Union. In November 1918 the Union's Presidium adopted an uprising plan and established the Directory as the supreme revolutionary authority. By December 1918, having secured control over most territories, the Directory formally entered Kyiv.

On December 24, 1918, the Directory of the Ukrainian People's Republic promulgated its Declaration, which proclaimed the restoration of independence, the establishment of democratic order and the guarantee of civil rights. This document formally codified the removal of Pavlo Skoropadskyi's Hetmanate regime. One of the legislative priorities was agrarian reform alongside the stabilisation of state institutions amidst revolutionary chaos. A key challenge was the creation of a regular army to defend the state during constant warfare, which had also left the national economy in decline.

A historic milestone occurred on 22 January 1919 at Sofiyska Square, where the Act of Unification was proclaimed, merging the Ukrainian People's Republic and the

West Ukrainian People's Republic into a single sovereign state. However, by early 1919 Bolshevik forces occupied much of Central and Eastern Ukraine. The Directory faced a triple threat from the Bolsheviks, the White Guards and Polish forces. Internal political divisions and economic instability further weakened the state. By 1920 the Ukrainian People's Republic was forced to retreat to Western Ukraine and the struggle for independence eventually ended with the consolidation of Soviet power.

Results. The activities of the Directory were focused on restoring Ukrainian statehood through a structured system of governance, including the Council of People's Ministers and the Labour Congress. The ratification of the Act of Unification remains the most significant legal achievement of the period. Nevertheless, the combination of external military aggression and internal fragmentation led to the Republic's eventual defeat in 1920.

Conclusions. Despite its defeat, the Directory of the Ukrainian People's Republic became an important stage in the struggle for Ukrainian independence. Its political and legislative activities contributed to strengthening the idea of Ukrainian statehood and influenced the further development of national consciousness, which later played a role in the restoration of Ukraine's independence in 1991.

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THE SIGNIFICANCE OF UKRAINE'S DECLARATION OF STATE SOVEREIGNTY FOR THE FORMATION OF A RULE-OF-LAW STATE

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Problem Statement. The Declaration of State Sovereignty of Ukraine of July 16, 1990 occupies an important place in the history of Ukrainian constitutionalism.

More than thirty-five years ago, this document established fundamental principles that were later incorporated into the Constitution of 1996 and significantly influenced the development of constitutional law in Ukraine. At the same time, its role in the formation of a rule-of-law state and democratic constitutionalism has not yet been fully explored in legal scholarship. It should also be noted that Ukrainian statehood has developed over a long historical period, and the process of state formation did not cease even during periods of foreign domination. In a broad sense, state formation includes the creation and development of legal, political, economic, and financial institutions, as well as ensuring their effective functioning.

Objectives. The aim of this paper is to examine how the key provisions of the Declaration of State Sovereignty influenced subsequent state-building processes and how they were enshrined in the Constitution of June 28, 1996. The main objectives are to distinguish between the Declaration of State Sovereignty and the Act of Declaration of Independence, to analyse their legal nature, and to demonstrate their connection with the Basic Law of the state.

Methods. A historical approach was used to examine the adoption of the Declaration in the context of the socio-political transformations of the late 1980s and early 1990s. The formal-legal method was applied to analyse the text of the Declaration and compare its provisions with those of the 1996 Constitution. The comparative-legal method made it possible to assess Ukraine's state-building experience in relation to other post-socialist countries, particularly the Baltic states.

Results. The early 1990s were marked by intense socio-political debate and growing contradictions. One of the key factors leading to the adoption of the Declaration in the Ukrainian SSR was the gradual loss of control by the Union authorities over internal processes, as well as their inability to respond adequately to rapid political changes and to take into account the interests of the republic.

On July 16, 1990, the Verkhovna Rada adopted the Declaration of State Sovereignty of the Ukrainian SSR, with 248 deputies voting in favour and 80 against. The document defined state sovereignty as the supremacy, independence, and completeness of state power within its territory, as well as independence and equality in external relations.

The Declaration consists of a preamble and ten sections covering issues such as self-determination of the people, democracy, state power, citizenship, territorial supremacy, economic independence, security, cultural development, and international relations. It also distinguishes three forms of sovereignty: state, popular, and national.

The idea of a democratic society and a rule-of-law state, enshrined in the Declaration, is reflected in Article 1 of the Constitution, which defines Ukraine as a sovereign, independent, democratic, social, and rule-of-law state.

The Act of Declaration of Independence of August 24, 1991 was adopted at an extraordinary session of the Verkhovna Rada amid a real threat to sovereignty caused by the events in Moscow. This Act reaffirmed the provisions of the Declaration regarding the unity and inviolability of Ukraine's territory and established that only the Constitution and laws of Ukraine have legal force within its territory.

The adoption of the Constitution in 1996 became a logical continuation of the Act of August 24, 1991, which had been approved by a nationwide referendum on

December 1, 1991. The Declaration, the Act of Independence, and the Constitution together form a coherent legal and historical sequence, where each document builds upon the previous one. Although the significance of the 1991 referendum is sometimes underestimated, it provided the necessary legal legitimacy for the adoption of the 1996 Constitution.

Conclusions. The Declaration of State Sovereignty of Ukraine remains an important and well-founded legal document that accurately reflected the realities of its time. In essence, it functioned as a "proto-constitution," as its fundamental principles were later incorporated into the 1996 Constitution. However, as a pre-constitutional act, it was not fully implemented, and its role in the development of a rule-of-law state still requires further scholarly analysis.

A stable state is based on the rule of law as the primary regulator of social relations, rather than on administrative decisions or the arbitrary will of authorities. A promising direction for further research is the study of the Declaration in the context of contemporary constitutional development in Ukraine, particularly in light of Russia's armed aggression and future post-war state-building.

Today, Ukraine is not only defending its sovereignty but also shaping the theoretical foundations of its statehood and the development of a modern political nation.

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PENALTY (FINE AND LATE FEE) AS A METHOD OF SECURING OBLIGATIONS

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Problem Statement. In modern civil commerce, the efficiency of a contract depends not only on the clarity of its terms but also on the reliability of its enforcement. Among all methods of securing obligations provided by the Civil Code of Ukraine, the penalty (comprising fines and late fees) is the most widely used in practice. Its popularity stems from its dual nature: it acts both as a simplified form of compensation for losses and as a powerful psychological and financial deterrent against potential breaches.

However, the application of penalties in Ukraine faces several theoretical and practical challenges. These include the difficulty of distinguishing between "punitive" and "compensatory" functions, the ambiguity of judicial discretion when reducing the amount of a penalty under Article 551 of the Civil Code, and the specific limitations placed on late fees in commercial and consumer relationships. As Ukraine harmonizes its legislation with European Union standards, these issues require a deeper analysis.

Objectives. The main objective of this research is to analyze the legal nature, types, and practical application of penalties as a method of securing obligations in Ukraine. Specific goals include:

To analyze the legal definitions of fine and late fee according to the Civil Code of Ukraine.

To explore the punitive, compensatory, and stimulative functions of penalties.

To evaluate the role of the court in balancing the interests of the creditor and the debtor, specifically regarding the reduction of disproportionate penalties.

To compare the Ukrainian approach with international principles, such as the UNIDROIT Principles and the PECL.

Methods. This research utilizes a combination of scientific methods:

Systemic-Structural Method: To determine the place of penalties within the general system of securing obligations.

Comparative-Legal Method: To contrast the Ukrainian "penalty" model with the "liquidated damages" concept found in Common Law systems.

Formal-Dogmatic Method: To interpret the specific wording of Articles 549-552 of the Civil Code and the Commercial Code of Ukraine.

Case Law Analysis: To study the evolving position of the Supreme Court regarding the criteria for "excessive" penalties.

Results. The research demonstrates that under Article 549 of the Civil Code, a penalty is an accessory obligation. This means it depends on the existence of the main debt; if the main contract is void, the penalty clause is also void.

The law distinguishes two distinct forms of penalty:

Fine: A one-time payment calculated as a percentage of the value of the unperformed part of the obligation or as a fixed sum. It is usually applied for qualitative breaches (e.g., providing defective goods or failing to provide information).

Late Fee: A continuous sanction calculated as a percentage of the overdue amount for every day of delay. It is primarily used for quantitative breaches related to time (e.g., late payment for services or late delivery of goods).

A key finding of this study is the compensatory-punitive balance. In Ukrainian law, unless otherwise stated in the contract, a penalty is "exclusive" (meaning the creditor can only claim the penalty, not losses). However, the law allows parties to choose "cumulative" models.

Furthermore, the study highlights the issue of judicial reduction. Under Article 551 of the Civil Code, a court can reduce a penalty if it is "excessively high" compared to the creditor's actual damages. The Supreme Court of Ukraine has emphasized that this reduction is a right, not a duty, of the court, and it must consider the degree of the debtor's fault and the specific circumstances of the case. In commercial law, a strict cap on late fees exists: they cannot exceed double the discount rate of the National Bank of Ukraine, which serves as a safeguard against usury in business.

Conclusions. The penalty remains a cornerstone of Ukrainian contract law due to its procedural simplicity - the creditor does not need to prove the exact amount of losses to claim it. Nevertheless, to ensure a fairer legal environment, several improvements are suggested:

Clarification of Reduction Criteria: Legislating more specific factors for the court to consider before reducing a fine, such as the financial status of a small business or individual.

Harmonization with EU Law: Adapting consumer protection laws to prevent "hidden" late fees in digital contracts and micro-loans.

War-time Adjustments: Establishing more predictable rules for the suspension of late fees during "force majeure" events related to the state of war in Ukraine.

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THE CONSTITUTION OF PYLYP ORLYK

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Problem Statement. In the context of Russo-Ukrainian war, which has boosted interest in the historical roots of Ukraine's statehood, independence, and national identity, the "Pacts and Constitutions of Rights and Freedoms of the Zaporozhian Host" of 1710, signed by Hetman Pylyp Orlyk while he was in exile, have become especially important. This document, as one of the earliest Constitution in European history, represents Ukraine's centuries-long constitutional tradition, its aspiration for independence from Russian domination. Although the document was written more than three centuries ago, it already expressed the ideas of limiting executive power, protecting people's rights, and confirming Ukraine's independence -ideas that are still very relevant today. This document also reflects the influence of natural law theory and social contract ideas that were shaping constitutional thought across Europe in the early eighteenth century, placing Ukrainian legal culture firmly within the mainstream of European intellectual development. Recognizing this connection is essential for understanding Ukraine's European identity and its historical belonging to the Western legal tradition. At the same time, the document carries deep significance for the formation of Ukrainian national identity. This is clear evidence of Ukraine's national identity and developed legal tradition, and it challenges Russian claims that Ukraine is not an independent state. Despite its importance, the document is still not well studied in comparative constitutional law, which shows the need for further research.

Objectives. The main goal of this research is to analyze the content and legal importance of the Constitution of Ukraine of 1710. The study aims to identify its main provisions about limiting the power of the hetman, protecting the rights and freedoms of the Cossack Host, and establishing representative governance. Furthermore, the research seeks to define its significance for Ukrainian nation-building and legal tradition and also to demonstrate its impact on the evolution of constitutional ideas in Europe.

Methods. The research is based on several scientific methods that include historical and comparative legal methods to reconstruct the political context and evaluate the Constitution of Ukraine of 1710 against contemporary European models. The systemic method treats the document as an integrated legal act, while textual analysis is used to interpret its specific legal provisions and terminology.

Results. The Constitution of Ukraine of 1710 is a constitutional document written by the Hetman of the Zaporozhian Host, Pylyp Orlyk, the Cossack elders and the Cossacks of the Zaporozhian Host on the 5 April 1710 in the city called Bender.

The document consists of a preamble and sixteen articles regulating the relations between the Hetman, the Cossack officers, the General Council, and the broader Zaporozhian community. I want to highlight several key provisions of the document that I consider to be the most fundamental.

First, the document establishes the principle of limited hetman power and of separation of powers. One of the most fundamental provisions of the Orlyk Constitution is the principle of separation of powers and limited hetman power. The document established a clear division between executive, legislative, and judicial authority. The Hetman, as head of the executive branch, was prohibited from exercising unlimited personal power and was obliged to govern in accordance with the law. Legislative functions were vested in the General Council, which was required to convene three times per year to decide on matters of war, peace, taxation, and foreign policy -no major state decision could be taken without its prior approval. Judicial authority was to be exercised independently, without interference from the Hetman.

Second, the document contains provisions protecting the rights and freedoms of various social groups. It is including ordinary Cossacks, the clergy, widows, orphans, merchants, and the general population. It banned unfair taxes and guaranteed the right to own property. These rules show a modern understanding of social justice. They argue that the state must protect its people, an idea rooted in European legal traditions and natural law.

Third, the Constitution establish the territorial integrity of Ukraine and define the borders of the Hetmanate, which is significant from the perspective of state formation. The document affirms Ukraine's independence from both the Russian Tsar and the Polish King, relying instead on an alliance with the Swedish Crown and the Ottoman Empire. It presented Ukraine as a sovereign state with the right to rule itself. Orlyk and his supporters (the Mazepists) used alliances with Sweden and the Ottoman Empire to build a legal foundation for independence.

Fourth, scholars like Krupnytsky and Ohloblyn highlight the document's importance as a symbol of Ukrainian political thought. It shows the goal of creating an independent state ruled by law rather than the unlimited power of a leader. Chukhlib also describes it as a Cossack project for an "ideal state" based on the principles of justice and the rule of law.

Conclusions. The Constitution of Ukraine of 1710 is a landmark document in the history of Ukrainian and European constitutionalism. Its provisions came before many ideas found in later enshrined in the great constitutional documents of the eighteenth century, including the limitation of executive power, representative governance, and the protection of individual rights and freedoms. While the document never entered into force due to the political circumstances of its time, its significance as a theoretical and ideological foundation for Ukrainian statehood cannot be underestimated. My further research will focus on a more detailed study of the content of the document, on a deeper comparative analysis within the broader context of European constitutional development and its lasting influence on Ukrainian legal thought.

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DIGITAL ITEMS AS OBJECTS OF CIVIL RIGHTS

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Problem Statement. Today, our life is becoming more and more digitalized. People buy and sell cryptocurrencies, NFTs, in-game items, digital music, books, and videos. These things have real money value, but they do not exist in the physical world – only in computers, phones, or the internet.

In the past, Civil law in Ukraine mostly deal with material things (like cars or houses) and rights (like money or contracts). Now, new digital objects appear. They are valuable, people can own them, sell them, or give them as gifts. But the old rules do not always work well for them. For example, how can you "possess" a cryptocurrency if it has no physical form? Or how to protect it if someone steals your digital wallet key?

In 2023, Ukraine changed the Civil Code. Article 177 now states that digital things are also objects of civil rights. A new Article 179-1 explains: a digital item is something that exists only in the digital world and has property value. Examples are virtual assets (like Bitcoin), digital content (like e-books or songs), and other similar things. By default, the rules for normal things apply to them (you can own them, sell them, etc.). But many lawyers think this is not perfect. Some digital objects are more like rights or services, not real things.[2][5]

The same problem exists in the European Union. There is a special law called MiCA (2023) for crypto-assets. It gives rules for buying, selling, and protecting them, but not always as "things". This creates questions: Is the Ukrainian way good? What problems can appear? How to make better rules? This study analyses these issues.

Objectives. The main goal of this research is to explain what digital items are in civil law and how Ukraine regulates them now.

Specific goals are:

1. To describe the definition and main features of digital things in Ukrainian law (from Articles 177 and 179-1 of the Civil Code).
2. To compare the Ukrainian rules with the rules in the European Union (especially MiCA and Digital Content Directive).
3. To show their advantages and problems of treating digital things like normal things, and suggest their improvement.

Methods. This work uses simple legal methods. First, I read and analyzed the Civil Code of Ukraine (new Articles 177 and 179-1), the Law on Virtual Assets, and EU laws (MiCA Regulation and Directive on digital content).

Second, I looked at scientific articles by Ukrainian authors (for example, Zozulyak, Slipchenko, Michurin) and some foreign sources (UNIDROIT Principles on digital assets).

Third, I used comparison: I looked at differences between Ukraine and EU approaches. This helps to see what works well and what needs change.

Results. In Ukraine, the law now says clearly: digital things are a special type of object in civil law. Article 179-1 defines them as items that:

– are created and exist only in digital form (no physical body),
– have real money value (people pay for them),
– include virtual assets (crypto, tokens, NFTs), digital content (music, films, e-books), and other similar things.

The big plus is that normal rules for things now apply. This means:

– You can own a digital thing (like own a book).
– You can sell it, give it, or leave it in inheritance.
– You can use court to protect it (for example, ask to return stolen NFT).

This makes life easier for people who use digital things every day.

But there are problems too. Digital things are not physical, so some old rules do not work:

– You cannot "hold" them in your hand. Control comes from keys, passwords, or digital signatures (authentication and authorization).
– If someone hacks your account, it is hard to prove and return the thing (unlike a stolen car).
– Not all digital objects are the same. For example, an in-game sword is different from Bitcoin or a movie license.

In the EU, the approach is a bit different. MiCA (Markets in Crypto-Assets Regulation) divides crypto into types: utility tokens, asset-referenced tokens, e-money tokens. It gives strong rules for safety, but most are not called "things" – they are financial instruments or special assets. The Digital Content Directive protects consumers when they buy digital music, games, or videos.[6]

UNIDROIT Principles (international document from 2023) suggest flexible rules for digital assets. They say: do not force old "thing" rules on everything. Better to make special rules for control, transfer, and security.

In Ukraine, the current model is modern and simple, but it can create confusion. For example, if a person loses access to NFT because of a forgotten password, is it lost forever? Or can courts help? Also, taxes, anti-money-laundering rules, and international disputes are still not clear.

Conclusions. In conclusion we can state that digital items are important in modern life. They show how fast technology changes law. Ukraine made a good first step in 2023 by adding them to the Civil Code. This helps people feel safer when they buy, sell, or use digital objects.

But the law is still njt perfect. It needs improvement:

What is necessary to do is to:

– divide digital things into groups (crypto, content, game items) with different rules,

– make special protection for access and keys (not only old ownership rules),

– follow EU standards (like MiCA) because Ukraine wants to join the EU,

– adopt clearer rules for lost access, theft, and inheritance.

In the future, Ukraine should create more detailed laws or change the Civil Code again. This will make digital economy stronger and protect people better.

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ARTIFICIAL INTELLIGENCE AND THE POSSIBILITY OF MACHINE CONSCIOUSNESS

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Problem statement. In the modern world, where scientific rationalism and empirical methods of cognition dominate, religious experience is often pushed to the

periphery as a subjective experience devoid of objective cognitive value. This problem becomes especially acute in an era of secularization, when traditional religious authorities face the challenges of skepticism and pluralism of beliefs. The problem statement is to determine whether religious experience is merely an illusion of consciousness, or whether it is capable of generating reliable knowledge that differs from scientific knowledge, but is no less significant.

The purpose of the work is to show that religious experience is a source of knowledge, to explain how it differs from science, and to prove its value.

Objectives. To achieve this goal, it is necessary to complete the following tasks:

– To define the essence of religious experience and compare it with scientific knowledge.

– To substantiate why religious experience is a valuable source of knowledge.

Methods. The study employs analysis of philosophical and scientific literature, a comparative method for examining religious and scientific knowledge, as well as generalization and systematization of theoretical approaches.

Results. Religious experience constitutes a fundamental element of religion, which manifests itself as a personal contact with transcendent reality, emotionally saturated and often inexpressible in rational categories, in contrast to scientific knowledge, which is based on empirical observations, experiments, and logical conclusions. According to the definition, religious experience is a "contact with the reality of religion," which includes experiences similar to mystical states and differs from the scientific approach by its subjectivity and dependence on cultural and doctrinal contexts, where the same experience is interpreted differently depending on the tradition [1, p. 30].

According to O. Sokolovskyi, religious experience appears as the primary source of all religions, since through it an individual acquires knowledge about the sacred, which differs from scientific knowledge by its subjectivity and orientation toward mystical comprehension rather than empirical verification. Unlike science, which relies on objective methods of observation and experiment, religious experience is an internal, emotional-volitional process [3, p. 146].

It acts as a full-fledged source of knowledge about the world and the human being, since it accumulates a vast amount of information formed over thousands of years and becomes an object of scientific-historical research freed from simplified methodological approaches that reduce religion exclusively to socio-economic factors. It is not limited to external conditions of existence, but is deeply connected with psychological, moral, and metaphysical aspects of human existence, allowing consciousness to be understood as relatively autonomous from social processes and enriching science with ideas about the integrity of knowledge [2, p. 69].

S. Stepanenko believes that this experience is not inferior to science in terms of evidence. Scientists and believers rely on their own rules and methodology. Scientists believe that everything must be simple and verifiable, therefore they reject God. Believers say that God exists beyond these rules, and experience with Him is true knowledge. New research shows that religion is not just a mistake; it helps people cooperate, maintain group cohesion, and even survive in a complex world. Therefore,

religious experience is no less important knowledge than science, just different—it is about meaning, not about facts.

Unlike scientific knowledge, religious experience has an intersubjective character, oriented toward shared sacred practices and idealized symbols that form ontological, axiological, and ethical regulators. This difference emphasizes that religious experience does not strive for universal empirical verification, as in science, but rather generates knowledge about extra-empirical reality, for example, through the feeling of relationship with the Divine, which becomes the basis for types of identity, where experience is formed as a result of personal comprehension of spiritual values. Religious experience becomes a valuable source of knowledge because it provides a worldview function, integrating parameters of God and spiritual values into consciousness, which allows a person to self-determine in the face of the metaphysical parameters of the world, complementing scientific cognition with an anthropological dimension of unity and integrity, where cognition is directed toward oneself and not only toward the external world.

Conclusion. Based on the conducted analysis, it can be argued that religious experience is a full-fledged source of knowledge which, unlike scientific knowledge, is based on subjective, emotional-volitional experiences, mystical comprehension of transcendent reality, and intersubjective practices, rather than empirical verification or logical experiments. It differs from science by its orientation toward meaning, moral, psychological, and metaphysical aspects of existence, complementing scientific cognition with an anthropological dimension of integrity and human self-determination. The value of religious experience lies in its ability to accumulate a millennia-old body of information about the sacred, to promote social cohesion, survival, and identity formation, making it no less significant than scientific knowledge in understanding the world and human nature.

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LEGAL CONSEQUENCES OF VIOLATING THE PROCEDURE FOR CONVENING AND HOLDING GENERAL MEETINGS OF AN LLC: FORMAL VS SUBSTANTIVE VIOLATIONS

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Problem Statement. The development of corporate legal relations in Ukraine in the context of European integration processes requires the improvement of mechanisms for protecting the rights of participants in a limited liability company, in particular the right to participate in the management of the company. The invalidation of decisions of the general meeting of a limited liability company is one of the key judicial means of protecting corporate rights, which acquires particular importance during martial law, the reform of corporate legislation, and the digitalization of corporate governance.

In modern law enforcement practice, complex issues arise regarding the legal nature of general meeting decisions, their correlation with legal transactions, as well as the determination of the grounds and consequences of their invalidity. Therefore, the relevance of the presented report is exceptionally high.

Objectives. To analyze the legal nature of decisions of the general meeting of participants and distinguish them from legal transactions; to explore the legal consequences of invalid decisions of general meetings for the company and its participants; to assess the approaches of the Supreme Court (Commercial Cassation Court) in resolving corporate disputes related to such decisions.

Methods. The study employs a combination of general scientific and special legal methods, including the formal legal, systemic-structural, and comparative legal approaches. The formal legal method is used to analyze the relevant legislative provisions governing decisions of general meetings, while the systemic-structural method helps to determine their place within the framework of corporate law. The comparative and practice-oriented approaches are applied to examine judicial practice and formulate conclusions regarding the grounds for their invalidity.

Results. The procedure for initiating and conducting general meetings of participants is governed by the provisions of the Law of Ukraine “On Limited and Additional Liability Companies” and is further specified in the company’s charter. These rules are intended to ensure the genuine participation of members in decision-making and to minimize the risks of abuse by other participants or management bodies.

At the same time, practice shows that the corporate rights of participants are often violated or not effectively exercised, most commonly due to non-compliance with the established requirements for convening or conducting general meetings.

An analysis of judicial practice in cases concerning the challenge of decisions of general meetings of participants of business entities demonstrates a well-established and consistent position of the Commercial Cassation Court of the Supreme Court (hereinafter – CCC SC). The Court proceeds from the premise that such decisions have the nature of individual (non-normative) acts rather than legal transactions. Generalization of judicial practice in disputes related to corporate rights and the activities of business entities confirms that decisions of general meetings are the result of the activity of a management body of a legal entity. At the same time, they cannot be regarded as a unilateral transaction, since they are adopted not by an individual subject but by a collegial body, which in itself is not an independent bearer of civil rights and obligations and does not exercise representation of the company.

Moreover, such decisions do not have a contractual nature, as they are adopted not through reaching agreement among all participants, but on the basis of majority voting (see, in particular, the ruling of the Commercial Cassation Court of the Supreme Court dated 12 April 2018 in case No. 922/2688/17). In view of this, the provisions of Articles 203, 215, and 216 of the Civil Code of Ukraine, which regulate the validity of transactions and the consequences of their invalidity, do not apply to decisions of general meetings. Instead, such decisions should be qualified as individual acts of management, executed in written form, producing legal consequences and aimed at regulating internal and external economic relations, and being binding on the relevant entities.

The Commercial Cassation Court of the Supreme Court has repeatedly emphasized in its practice that a decision of the general meeting may be declared invalid under the following circumstances: if its content contradicts current legislation; in case of non-compliance with the procedures for convening or conducting general meetings established by law or the charter; where a participant was effectively deprived of the opportunity to participate in the meeting; if the adopted decision violates the rights or legally protected interests of a participant.

At the same time, judicial practice proceeds from the fact that there are cases where the invalidity of decisions of general meetings is obvious and does not require additional proof, as it directly follows from the violation of mandatory provisions of the law. Such situations include, in particular: the adoption of a decision in the absence of a quorum or where it is impossible to reliably establish its existence; the consideration and resolution of issues that were not previously included in the approved agenda of the meeting; improper formalization of the results of the meeting, in particular the absence of an appropriate protocol.

Conclusions. Thus, in each individual case, the court must determine the real reasons and justification for a participant’s application to the court with a claim challenging the decisions of the general meeting. Such analysis is necessary even when the claim is filed after a significant period of time following the alleged violation of the participant’s rights.

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TELEGRAM AS A TOOL OF DIGITAL RECRUITMENT IN UKRAINE

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Problem Statement. In recent years, digital communication platforms have become an important part of everyday life. However, they may also be exploited for criminal purposes. During the war in Ukraine, messenger services, such as Telegram, have been repeatedly mentioned in connection with covert coordination, illegal recruitment, and sabotage activities [3]. Incidents involving attacks on police officers, military property, and infrastructure indicate that contemporary security threats increasingly affect civilian areas far from the frontline [1].

Objectives. The purpose of this research is to examine how Telegram may be used to recruit individuals for sabotage activities, to identify common methods of manipulation, and to determine effective preventive measures.

Methods. The study is based on the analysis of official statements issued by the Ministry of Internal Affairs of Ukraine, the National Police of Ukraine, publications of international security institutions, and open media reports [1; 4]. Descriptive, comparative, and analytical methods were applied.

Results. The analysis shows that recruiters often rely on anonymity, offers of quick payment, psychological pressure, and gradual involvement in illegal actions. According to open Ukrainian sources, some teenagers were initially offered minor paid tasks, such as distributing leaflets or photographing selected locations, and were later encouraged to commit arson or damage infrastructure [2]. Several reported incidents involved attacks on military vehicles, railway relay cabinets, and administrative buildings [3]. Separate official reports also described false emergency calls intended to lure police officers to specific locations [1]. International security institutions note that social media platforms, messaging applications, and hidden

online forums are increasingly used by criminal networks for recruitment, coordination, and targeted violence [4].

Conclusions. Modern hybrid threats combine digital technologies with physical acts of sabotage and violence. Preventing online recruitment requires stronger cyber monitoring, improved analytical tools for cyber police units, faster detection of suspicious networks, educational programs for young people, and closer cooperation between citizens and law enforcement agencies [4]. The development of digital literacy should also be considered an important component of national resilience.

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RUSSIA'S FULL-SCALE INVASION OF UKRAINE: HISTORICAL ROOTS, IMPERIAL LOGIC, AND THE STRUGGLE FOR IDENTITY

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Problem Statement. Russia’s full-scale invasion of Ukraine in 2022 is not a random territorial dispute but part of a prolonged historical confrontation stretching back to the era of Kyivan Rus. For centuries, Russia has systematically attempted to appropriate Ukrainian history and deny the very existence of a distinct Ukrainian identity. The myth of “one people” served as a political instrument to erase Ukrainian nationhood. Today’s war thus represents a decisive stage in Ukraine’s struggle for the right to exist as a sovereign nation, in which the truth about the past becomes a primary weapon of resistance.

Objectives. This research aims to examine the underlying causes of Russia's full-scale invasion of Ukraine by analysing the interplay of historical revisionism, imperial ideology, geopolitical calculation, and the Kremlin's fear of Ukrainian democracy. A further objective is to trace the key military phases of the war and assess the factors shaping its current trajectory.

Methods. The study employs historical analysis, comparative political analysis, and a synthesis of academic and policy literature. Primary sources include scholarly monographs by Serhii Plokhy, Timothy Snyder, and Zbigniew Brzezinski, as well as strategic assessments by Volodymyr Horbulin and Institute for the Study of War (ISW) campaign analyses. The methodology allows for a multi-causal explanation that integrates historical, ideological, and strategic dimensions of the conflict.

Results. The analysis reveals four interlocking drivers of the invasion. First, Russia's imperial identity rests on the myth of Kyiv as the "mother of Rus' cities"; without appropriating Ukrainian historical heritage, the Russian imperial narrative collapses. Second, the Russian elite's deep resentment over the dissolution of the Soviet Union transformed Ukraine's independence into a symbol of historical injustice requiring reversal. Third, as Zbigniew Brzezinski observed, without Ukraine Russia cannot sustain its imperial ambitions, making Ukrainian resources and territory strategically indispensable to the Kremlin. Fourth, as Timothy Snyder argues, Putin perceives functioning Ukrainian democracy — with genuine electoral transfers of power — as an existential threat to the legitimacy of his authoritarian regime. When economic coercion and energy leverage failed to subordinate Ukraine, Russia resorted to open military aggression. The war's military course unfolded in four phases: the failed offensive on Kyiv and Sumy in spring 2022, which shattered the illusion of a swift victory; the attritional campaign for the Donbas and Mariupol; the Ukrainian counter-offensives that liberated the Kharkiv region and Kherson in autumn 2022; and the current phase of frontline stabilisation characterised by technological competition, particularly in unmanned aerial systems.

Conclusions. Russia's full-scale invasion of Ukraine is the product of deep-seated imperial ideology, historical revisionism, and strategic calculation rather than a spontaneous political crisis. Ukraine's resistance has exposed the fundamental miscalculations of the Kremlin and demonstrated the nation's capacity to defend and reclaim its territory. The current stage of the war underscores that international support, internal unity, and technological superiority in unmanned systems are critical to achieving ultimate victory. Further research could examine the long-term transformation of Ukrainian national identity and the post-war security architecture of Eastern Europe.

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THE HADIACH TREATY OF 1658: LEGAL CONTENT, CAUSES, AND CONSEQUENCES

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Problem Statement. The Hadiach Treaty of 1658 is a fundamental constitutional and legal document in early modern Eastern European history. It aimed to lawfully restructure the dualistic Polish-Lithuanian Commonwealth into a trialistic federation by formally integrating the Ukrainian state as an equal legal partner. A comprehensive legal analysis of its statutory provisions is essential for understanding the constitutional evolution, sovereignty, and international legal status of the Ukrainian Hetmanate.

Objectives. The primary objectives of this research are to examine the legal causes for the treaty's inception, systematically analyze its statutory content regarding the establishment of the Grand Principality of Rus, and evaluate the severe political consequences resulting from its unilateral alteration during the ratification process.

Methods. This study applies methods of historical and legal analysis, synthesis, and comparative review of the original treaty texts and related historiographical sources.

Results. The legal rationale for initiating the Hadiach Treaty negotiations stemmed directly from the Tsardom of Muscovy's continuous breaches of the 1654 agreements and unlawful interference in Ukraine's internal jurisdiction. Following the death of Hetman Bohdan Khmelnytskyi, the Muscovite authorities actively supported anti-hetman armed rebellions led by Pushkar and Barabash. To protect state sovereignty, Hetman Ivan Vyhovsky negotiated a new political alliance with the Commonwealth, which was formally signed on September 16, 1658, near the town of Hadiach.

The core legal content of the treaty established a major constitutional reform: the return of Ukraine to the Commonwealth as an autonomous state legally designated as the Grand Principality of Rus. This newly recognized legal entity encompassed the territories of the Kyiv, Bratslav, and Chernihiv voivodeships. The document guaranteed several fundamental statutory rights across various domains:

1.*Freedom of Religion:* The treaty prioritized religious liberties, granting the Orthodox Church equal legal standing with the Roman Catholic Church, and

mandated the complete statutory abolition of the church union. To ensure high-level political representation, the treaty allocated permanent Senate seats to the Orthodox Metropolitan of Kyiv and five Orthodox bishops.

2.*Educational Rights:* The agreement codified the right to education by legally authorizing the establishment of two Orthodox academies, one specifically in Kyiv. It also granted the unrestricted right to open secondary schools, colleges, and printing presses without censorship.

3.*Military and Administrative Law:* The official Cossack military register was set at 30,000 personnel (reduced from the initially proposed 60,000), while the Hetman was legally authorized to maintain an additional 10,000 hired soldiers funded by public tax revenues. The Hetman was legally recognized as the supreme executive authority of the Principality and the first senator of the three voivodeships, elected from four candidates proposed by the local estates, and subsequently confirmed by the King.

4.*Sovereignty and Jurisdiction:* To secure territorial integrity, the treaty strictly prohibited the deployment of Polish, Lithuanian, or any foreign military troops within the borders of the Principality. The Ukrainian state was also granted the sovereign right to establish a separate judicial tribunal and its own mint in Kyiv to strike legal tender.

5.*Social Mobility:* To reward the military elite, the treaty provided a formal statutory mechanism for the ennoblement of one hundred Cossacks from each regiment.

However, the implementation phase resulted in a catastrophic legal and political failure. During the ratification process at the Warsaw Sejm in May 1659, the Polish parliament unilaterally amended the treaty, materially breaching the original consensus. The Sejm unlawfully rejected the complete abolition of the church union, unilaterally introduced clauses demanding the restitution of confiscated properties to Polish nobles and Catholic clergy, and severely restricted the Hetman's executive authority.

Conclusions. The Hadiach Treaty of 1658 was a visionary constitutional effort by the Ukrainian political elite to secure state autonomy and civil rights through a formal federal union. However, the unilateral alteration of the ratified document by the Polish Sejm constituted a severe breach of international trust. This failure to execute the original legal agreements completely undermined Hetman Vyhovsky's domestic legitimacy, provoked internal unrest, and plunged the Ukrainian state into a severe political crisis.

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PATH TO THE CROWN: INTERNATIONAL LEGAL RECOGNITION OF THE STATE OF DANYLO ROMANOVYCH

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Problem Statement. The problem of international legal recognition of the state under Danylo Romanovych is fundamental to understanding Ukraine's subjectivity within the general European historical context. Rethinking this period allows for the refutation of myths regarding the "provinciality" of Rus' authorities of that time and demonstrates the continuity of efforts toward European integration and the protection of sovereignty.

Objectives. The aim of this study is to analyze the diplomatic strategy of Danylo Romanovych, investigate the legal transition from a principality to a kingdom, and assess the impact of dynastic diplomacy and urbanization on the international status of the Kingdom of Rus'.

Methods. The research is based on a comprehensive analysis of historical sources, such as the "Galician-Volhynian Chronicle," and the works of prominent historians like Oleksandr Holovko and Mykola Kotlyar. It utilizes methods of legal interpretation of medieval titles and comparative analysis of international treaties.

Core Analysis

– Terminological Decolonization: A key aspect is the transition from the term "Galician-Volhynian Principality" to the historically and legally correct "Kingdom of Rus'". The title "King of Rus" (Rex Russiae) instead of the regionally limited "Danylo Halytskyi" shifts the focus to his role as a European monarch.
– Diplomatic Strategy: The visit to Batu Khan in 1245 is viewed as a brilliant diplomatic maneuver where Danylo recognized vassalage *de jure* to preserve lands while maintaining full *de facto* internal autonomy.
– Negotiations with Rome**:** For a decade, Danylo acted as a pragmatic lawyer, refusing the crown until Pope Innocent IV provided real guarantees of military aid against the Mongols.
– Dynastic Diplomacy: The state's subjectivity was strengthened through strategic marriages: Roman Danylovych's claims to the Austrian throne, Lev's alliance with Hungary, Pereyaslava's marriage to a Polish prince, and Shvarno's leadership in Lithuania.
– The Act of Coronation: The 1253 coronation in Dorohychyn was a supreme act of legitimation, moving the state from the shadow of the Golden Horde into the "Circle of Kingdoms" of Europe.

– Legal Title Transition: The shift from *Dux* (Prince/Duke) to *Rex* (King) signified full sovereignty, implying no earthly power stood above the monarch except God, and granted the right to engage with rulers of France or England as equals.
– Urbanization and Law: The construction of Kholm and Lviv served as the creation of new legal spaces. By granting privileges to foreign specialists, Danylo established early forms of municipal self-government and the royal legal order.

Results. It has been established that despite the failure to create a large-scale anti-Mongol coalition, the legal status of the Kingdom was secured for centuries. Danylo Romanovych transformed the state into a Western European-style monarchy where the law and royal authority prevailed over boyar opposition.

Conclusions. The state-legal vision of Danylo Romanovych was aimed at creating a sovereign, globally recognized Kingdom of Rus'. By restoring his title as King, we restore historical justice and recognize him as a central subject of European history rather than a provincial figure.

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LAWMAKING: CONCEPT, FEATURES, TYPES AND STAGES. CONSTITUTIONAL FOUNDATIONS OF LEGISLATION IN UKRAINE

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Problem Statement. The study of lawmaking is fundamental to modern jurisprudence, as the quality of legislative acts directly affects the effectiveness of public administration and the protection of human rights. In the context of Ukraine's European integration, improving legislative drafting techniques and adhering to constitutional principles of lawmaking have become particularly important.

Objectives. The purpose of this study is to conduct a comprehensive analysis of the theoretical foundations of lawmaking, examine its stages, and identify the constitutional principles of the legislative process in Ukraine.

Methods. The study employs general scientific and specialized methods, including analysis, synthesis, systems-structural analysis, and comparative legal analysis. It examines the provisions of the Constitution of Ukraine, the Law of Ukraine "On Lawmaking," and the works of leading scholars.

Results. The study has found that lawmaking is a fundamental category of legal science that encompasses the complex intellectual, volitional, and legally regulated activities of authorized entities. It is aimed not just at the technical enactment of laws, but at the profound transformation of current social needs into universally binding legal norms through clearly defined procedures for drafting, adopting, and officially publishing regulatory documents. The main characteristics of this process are its official nature, strict adherence to procedure, and legitimacy, which is based on the constitutional powers of the relevant entities. Lawmaking is classified by the entities involved into direct (referendum), state, and delegated lawmaking, and by the legal force of the results into legislative and subordinate rulemaking.

In accordance with current standards, particularly those set forth in the Law of Ukraine "On Lawmaking," the lawmaking process consists of clearly defined stages. It encompasses the stages from planning and developing the concept of the future legislation to its direct consideration, adoption, and official publication. Each stage serves as a mandatory filter, helping to minimize the occurrence of substandard products. At the same time, the Constitution of Ukraine clearly defines the Supreme Council as the sole legislative body, thereby conferring supreme legal authority on its acts. Adherence to the principles of legal certainty and consistency in legislation is of particular importance, as it helps avoid legal conflicts and gaps in the legal framework.

Conclusions. Effective lawmaking is a key prerequisite for building a modern constitutional state, where the law serves as a tool for protecting human rights and ensuring the stability of social relations. The adoption of the specialized Law of Ukraine "On Lawmaking" was a strategic step toward systematizing the rules for drafting normative acts and raising the overall level of legislative drafting in the country. This creates a solid foundation for streamlining the activities of lawmaking entities and reducing subjectivity in the legislative process.

Further improvement of the legislative sphere in Ukraine requires not only formal adherence to constitutional procedures, but also the implementation of innovative technologies for legal monitoring and forecasting the consequences of enacting legislation. An understanding of the historical context of statehood development, combined with modern European standards, makes it possible to create an effective legal system capable of responding effectively to today's challenges. Only by adhering to the principles of scientific rigor and accountability to society will lawmaking become a real mechanism for implementing Ukraine's strategic course.

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A LEGAL STATE IS A MYTH OR REALITY?

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Problem Statement. The question in the title is one of those perennial questions of political philosophy and legal theory — ones that always seem to take on new meanings depending on the historical context, geographical space and the state of public consciousness. Is a rule-of-law state just a beautiful utopia, another myth we tell ourselves to feel better as we chase justice? Or is it something real, even if it is flawed — a system we can actually build, measure and improve? At first glance, skeptics have a point to be pessimistic. The history of the 20th and 21st centuries show a sharp divide between proclaimed constitutional promises and the everyday practices of governance, between the rule of law enshrined in preambles and the arbitrariness that prevails in the realities of many countries. So is the whole idea of a rule-of-law state just another grand but fundamentally unattainable project — a way to legitimize power without actually changing how it works?

Objectives. The answer to this question cannot be found through empirical observation, as a rule-of-law state, unlike a geographical or physical object, does not exist as a tangible entity. It exists as an intention — a constant orientation, as a process rather than a state. If one understands a rule-of-law state as an achieved absolute, an ideal in which law has fully and definitively subdued political arbitrariness and human dignity is secured by perfect mechanisms, then, of course, such a state persists as a myth, an elusive aspiration. This very understanding often gives rise to disappointment and nihilism. However, classical political and legal thought, starting with Immanuel Kant, who established the philosophical basis of this concept, offers a different approach. A rule-of-law state is not an empirical given but a regulative idea, a principle for organizing public authority while keeping it within strict limits. In this way, it becomes a reality through mechanisms that restrain power: judicial independence, the separation of powers and the effective operation of

constitutional review, rather than just a formal declaration. This reality is always incomplete, fragmented and in need of constant protection, yet it is not a fiction [3].

Methods. Skepticism about the reality of the rule-of-law state arise also due to the presence of profound anthropological confrontation in the very nature of power. The nature of power itself tends toward self-expansion and liberation from any constraints, whereas law exists precisely to impose such limitations. This conflict between force and norm is the eternal driving force of history. Such confrontation between power and norms is the main engine of history, which comes forward during any historical crises — wars, revolutions, economic breakdowns, demonstrating that the normative framework of the state can be torn apart in an instant. In such times, it becomes clear that the rule-of-law state had been nothing but an illusion, which could be easily swept away under the pressure of realpolitik. Nevertheless, the very possibility of the revival of law's might after such dramatic events — to return to constitutional procedures and to hold accountable those who violated the law even under the slogans of higher necessity—that constitutes the true criterion of the reality of the rule-of-law state. It is measured not by the absence of crises, but by the resilience of legal institutions in times of crisis.

Results. In terms of the contemporary world situation, the topic of myth and reality takes on a completely new perspective. Today, we observe a paradoxical phenomenon: the formal features of a rule-of-law state (the existence of a constitution, parliament and courts) may coexist with practices that undermine its very essence. This phenomenon has been termed "hybrid regimes" or "imitation democracy," where the rule-of-law state turns into a simulacrum — a tool for legitimizing authoritarian practices through the formal observance of procedures. In this case, the myth of the rule-of-law state becomes dangerous, because it misleads the civil society by masking arbitrariness with rhetoric about the rule of law. Hence, it can be stated that in today's reality, the rule-of-law state is determined not so much by the existence of laws as by the actual presence of mechanisms for their enforcement against those who are in power, as well as by a developed legal culture that perceives law not as an obstacle but as a form of protection [1].

Conclusions. In the end, whether the rule-of-law state is a myth or a reality depends on the choice of methodological approach. According to the perspective of radical constructivism or legal realism, then any state represents a set of practices of domination, where law is only one type of ideology. In this case, the rule-of-law state becomes a myth, as it provides a narrative that power tells itself and society. Nevertheless, if one chooses the philosophical-anthropological understanding of human nature and society, it becomes clear that the rule-of-law state is not an empirical reality that can be built once and preserved, but rather a perpetual enterprise, an existential challenge presented to each succeeding generation. Its reality exists in moments of actualization — when a court delivers an independent decision despite pressure, when a citizen challenges the actions of officials and wins the case, when a legislator repeals an unconstitutional act. In these moments, the myth ceases to be a myth, materializing in a concrete act of justice. Therefore, the rule-of-law state is always in the process of becoming — a reality that requires constant reaffirmation. To deny its reality is to deny the very existence of freedom

under the law, while to accept that it is merely a myth is to capitulate to arbitrariness, abandoning the struggle to limit power. Thus, the rule-of-law state is a reality to the extent that society actively strives to defend it, and a myth to the extent that society passively observes its destruction.

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AREA 3. COMPUTER INFORMATION TECHNOLOGIES

DRONES AS A TECHNOLOGY OF THE FUTURE: USING GAME METHODS IN EDUCATION

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Problem Statement. Unmanned aerial vehicles (UAVs), or drones, are widely used in various fields: security, logistics, environmental monitoring, and emergency response. Their growing importance increases the need for trained operators capable of controlling them safely and effectively. This is particularly relevant in the context of the current military conflict in Ukraine, where UAVs are important for defense operations. At the same time, traditional training requires expensive equipment and carries the risk of damage, which complicates training and reduces its accessibility for beginners [1].

Objectives. To optimize and improve the quality of training for drone operators, it is necessary to identify negative factors; therefore, the aim of this study is to analyze the potential for using game-based methods and models in the process of training to operate unmanned aerial vehicles (drones).

This study focuses on the use of simulation software for drone pilot training. Particular attention is paid to the use of simulation environments that allows for:

– development practical management skills without the risk of damaging equipment;
– conducting training both in the classroom and remotely;
– reducing the cost of training and equipment.

Methods. In particular, this study analyzes the capabilities of the Liftoff: FPV Drone Racing and Velocidrone software programs, which are widely used to train FPV drone pilots [1]. For this purpose, comparative analysis is conducted.

Results. The Liftoff: FPV Drone Racing simulator is designed for a wide range of users, including beginners. The app provides various training modes, a drone customization system, and a large number of levels and flight locations. In addition, the simulator includes competitive and multiplayer modes, allowing users to participate in virtual races. It also offers detailed customization options for drone specifications, enabling users to simulate various aircraft configurations [2].

The Velocidrone simulator is focused more on users who seek the most realistic representation of flight physics. The program is widely used by professional FPV drone pilots for training before actual competitions. The main advantage of this

simulator is the high accuracy of modeling the drone's controls and behavior in flight. At the same time, the interface and additional game elements are simplified, as the primary focus is on the training process itself [2].

These simulators create a virtual environment that models real-world flight conditions. Users can practice their piloting skills in various situations: completing levels, performing maneuvers, and training their reaction times. An important feature is the support for connecting real remote controls, which brings training closer to real-world practice.

To make a comparison, identical operating conditions were simulated in both simulators. The tests were based on the use of a universal drone profile with standard settings for weight and motor power. The study covered an analysis of interface ergonomics, equipment calibration methods, and flight physics in open locations. For the experiment, five main criteria were selected, including:

– Accuracy of physics simulation - describes the simulator's ability to reproduce real-world aerodynamics, air resistance, and inertial properties.
– Ergonomics and interface visualization (UX/UI) - determines the ease of navigation, the quality of the graphical environment, and the clarity of calibration tools.
– Accessibility and content ecosystem - evaluates the ease of downloading additional locations, the availability of previews, and integration with gaming platforms.
– UAV customization flexibility - determines the depth of editing the drone's technical parameters (from visual replacement of parts to programming flight characteristics).
– Environment editor functionality - characterizes the user's ability to independently create training grounds.

The results of the research are presented in Table 1.

Table 1 - A comparison of the Liftoff and Velocidrone simulators based on test results

Comparison criterion	Liftoff: FPV Drone Racing	Velocidrone
Physical model	Reduced aerodynamic resistance; max. speed ~215 km/h.	Realistic aerodynamics; max. speed ~140 km/h.
User interface (UX/UI)	Modern, intuitive style; real-time 3D visualization of controls.	Technical environment; less intuitive controller setup.
Ecosystem	Steam platform; Workshop with detailed descriptions and map previews.	Standalone product; no preview feature.
Drone settings	Modular customization (visual replacement of specific parts).	Parametric configuration (adjustment of thrust/weight values).
Map editor	Game-like approach; ability to place objects from a first-person perspective.	Professional approach; axis logic (X, Y, Z) similar to Unity or Blender.

During testing, it was found that Liftoff has a more intuitive and modern interface with a user-friendly 3D visualization of joystick movements, which simplifies controller setup. At the same time, it was found that Velocidrone's

interface is less intuitive and more difficult for beginners to use. Differences in platform integration were also noted: Liftoff provides access to the “Workshop” via Steam, featuring map previews and descriptions, whereas Velocidrone lacks a preview feature, making it harder to choose locations. During testing, a difference in speed performance was observed: in Liftoff, speeds reach 215 km/h, indicating simplified physics, while in Velocidrone, speeds are around 140 km/h but with a more realistic flight model. Additionally, it was found that Velocidrone has a more powerful map editor, comparable to professional tools, whereas Liftoff’s is simpler and less effective for creating complex scenes.

Conclusion. This study analyzes the functional capabilities of the Liftoff and Velocidrone simulators through practical testing and a comparison of their main modes and settings. The study evaluates the interface, flight physics, platform integration, and environment editing capabilities. The results show that both simulators offer a wide range of training features; however, only basic tools are effectively used at the initial stage, while advanced features are primarily relevant for experienced users. The study demonstrates that the use of game-based simulators is an effective training tool, as it provides a safe training environment, reduces costs, and supports a gradual transition from theory to the practical operation of unmanned aerial vehicles.

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THE ROLE OF MANUAL AND AUTOMATED TESTING IN ENSURING SOFTWARE QUALITY FOR STARTUPS

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Problem Statement. In the fast-paced environment of IT startups, the balance between rapid feature delivery and software reliability is critical. Startups often face

severe resource and time constraints, making it essential to choose the right testing strategy to prevent critical bugs that could lead to user churn and financial loss [1].

Objectives. The primary objective of this research is to analyze the practical synergy between manual and automated testing in early-stage startups and to determine an optimal, cost-effective quality assurance (QA) approach.

Methods. The study employs a comparative analysis of manual and automated testing types. Simple logical deduction and a review of basic QA theory, including the bug life cycle and the software testing pyramid, are used to formulate practical recommendations for small development teams.

Results. The research indicates that for early-stage startups, aiming for 100% test automation is neither cost-effective nor technically feasible. In the initial phases of product development, the user interface (UI) and core features change rapidly. During this period, manual testing remains indispensable. Approaches like exploratory, usability, and ad-hoc testing allow QA engineers to use human intuition to identify UI/UX flaws and logical inconsistencies that automated scripts typically miss [1]. However, as the startup's product grows and the bug life cycle becomes more complex, manual regression testing quickly becomes a bottleneck, slowing down release cycles [2]. To maintain software quality without drastically expanding the QA team, startups must adopt a hybrid approach. Practical data shows that implementing automated testing at the API level (for example, using tools like Postman) provides the highest return on investment [2]. Automated smoke tests and API checks can instantly verify the backend functionality after every code deployment, catching critical errors early in the development pipeline. This hybrid strategy ensures that manual testers are freed from repetitive tasks, allowing them to focus on complex user scenarios, while automated tests guard the core system architecture against regressions.

Conclusions. Startups cannot rely exclusively on either manual or automated testing to ensure software quality. A strategic combination, starting with manual exploratory testing for frontend stability and gradually integrating automated API tests for backend reliability, provides the best results. This grounded approach minimizes testing costs while effectively managing the bug life cycle.

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INTEGRATION OF DIGITAL TWINS AND IIoT FOR ENHANCED CYBERSECURITY IN AUTOMATED SYSTEMS

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Problem Statement. The rapid digital transformation of industrial sectors has led to the widespread adoption of the Industrial Internet of Things (IIoT), integrating physical manufacturing with global networks [6]. While this connectivity optimizes production, it creates critical vulnerabilities in cyber-physical systems. Recent history demonstrates the devastating consequences of these security gaps. For instance, a cyber-attack on a German steel mill caused massive physical destruction after control systems were manipulated [1]. In Poland, unauthorized interference with railway radio-signaling systems disrupted transportation networks, highlighting vulnerabilities in automated transit [2]. Similarly, cyber-attacks on power plant management holdings in Slovenia have shown that even robust energy infrastructures are at risk [3]. Intrusions into water treatment facilities in the USA have further proven that traditional IT security tools fail to detect unauthorized changes in physical processes [4]. Consequently, there is an urgent need for Digital Twin (DT) technology to provide a synchronized virtual environment for real-time monitoring and anomaly detection [5].

Objectives. The primary objectives of this work are to conduct a comprehensive study of Digital Twin technology and evaluate its strategic potential as a proactive security layer for modern automated systems. The study focuses on determining how virtual-physical synchronization can mitigate the complexity of cyber-industrial threats by bridging the gap between traditional IT security and operational technology (OT).

Methods. The study is based on a review of international cybersecurity frameworks and industrial case studies from the EU and the USA. A comparative synthesis of technical documentation and academic literature regarding the vulnerabilities of Industrial Control Systems (ICS) is conducted.

Results. A detailed analysis of documented industrial incidents provides critical insights into the limitations of current security measures. In evaluating the Oldsmar water facility intrusion, it was determined that a Digital Twin system, synchronized with hydraulic models, would have identified the 100-fold increase in chemical dosing as a physical impossibility [4]. Similarly, by examining the German steel mill disaster, it was found that DT-based monitoring could have detected deviations in the furnace shutdown sequence [1]. Furthermore, an investigation into the "radio-stop" disruptions in Poland’s railway network suggests that DTs can distinguish between legitimate signals and malicious spoofing by correlating commands with geographic

coordinates and schedules [2]. The results of this analytical synthesis indicate that a "zero-trust" architecture could potentially reduce the success rate of complex intrusions by approximately 80% [5].

Conclusions. This study concludes that the transition from reactive to proactive cybersecurity is a necessity for Industry 4.0. Based on the analyzed data, Digital Twin technology serves as a viable solution for protecting critical infrastructure in regions facing heightened geopolitical risks. The research suggests that the next logical step is the integration of Machine Learning (ML) to facilitate "Self-Healing" capabilities, enabling systems to autonomously reconfigure their operational logic during an active threat to maintain public safety.

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BRAIN-COMPUTER INTERFACES: A NEW PARADIGM IN HUMAN-COMPUTER INTERACTION AND DIGITAL ACCESSIBILITY

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Problem Statement. Traditional means of human-computer interaction (HCI) heavily rely on physical capabilities in order to use conventional input devices, such as keyboards, computer mice or trackpads. Individuals who suffer from motor or other disabilities may find it difficult or even impossible to use those devices, which creates obstacles in work, socialization and entertainment. Current assistive solutions, including eye-tracking systems and adaptive switches, provide alternative ways to

interact with a computer, but they are not suitable for every kind of impairment; furthermore, they often lack efficiency. This creates a critical need for a new technology which can offer a way to communicate with a computer effectively regardless of user's physical capabilities.

Objectives. The primary objectives of this research are to analyze the current state of invasive Brain-Computer Interfaces (BCI) as a revolutionary HCI paradigm and to evaluate the specific advantages, technological challenges, and limitations of using brain implants to both restore digital autonomy for people with profound physical disabilities and make routine computer interaction more efficient.

Methods. This study is based on the results of a patient performance review [1] and comparative hardware analysis [2] to examine the latest advancements in BCI technologies and evaluate the efficiency and safety of direct brain-to-device communication systems.

Results. The implementation of brain implants for HCI demonstrates profound advantages in restoring user autonomy. Most importantly, these devices enable individuals with severe physical limitations to control digital cursors, type text, and navigate various applications through cognitive intent [1].

However, for a regular user without physical impairments, current invasive BCIs do not yet provide a more efficient alternative to traditional input devices. Signal decoding latency and current bandwidth limitations mean that healthy users cannot yet communicate with a computer faster using a brain implant rather than a standard keyboard and mouse.

Moreover, significant disadvantages and risks remain. These include the medical risks associated with neurosurgery, potential long-term tissue degradation [3], and the probability of scar tissue formation around the implant to progressively degrade neural signal quality over time. Furthermore, the technology is currently hindered by high development costs, hardware maintenance challenges, and unresolved ethical concerns regarding neural data privacy and cognitive security.

Conclusions. Invasive Brain-Computer Interfaces represent a revolutionary shift in human-computer interaction, essentially moving digital accessibility beyond physical limitations. While these implants currently offer unmatched autonomy for individuals with severe disabilities [1], their application for regular users to enhance routine computing efficiency is not yet viable. It requires a significant amount of time to transition BCIs from a specialized assistive technology into a broader, safe, and widely accessible HCI standard, while reducing the associated surgical risks and costs. Future developments must prioritize improving the long-term biocompatibility of electrodes, enhancing wireless data transmission, and refining machine learning decoding algorithms to ensure both durability and potential mainstream viability.

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THE USE OF UML DIAGRAMS FOR SYSTEM DEVELOPMENT OPTIMIZATION

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Problem Statement. Modern software development often faces challenges like poor communication and complex architectures. UML (Unified Modeling Language) is a way of visualizing a software program using a collection of diagrams. Without this visual plan, teams spend too much time fixing errors during the coding phase. Standardized modeling is essential to visualize the system before implementation to avoid wasting resources and ensure architectural stability.

Objectives. The primary objective of this research is to identify how UML diagrams can optimize the software development process. We aim to analyze specific diagrams, such as structural and behavioral types, that are most effective for reducing development time and improving the accuracy of the final system.

Methods. We use a comparative analysis of different modeling approaches in software engineering. We examine various types of UML diagrams, specifically focusing on Use Case, Class, and Sequence diagrams. These visual tools help in organizing the system structure and improving documentation compared to using only text-based descriptions. By analyzing the interaction between users and system components, we can identify potential logic gaps early in the lifecycle.

Results. The research findings highlight that using UML diagrams significantly improves the efficiency of the software development lifecycle. By visualizing complex logic through various modeling techniques, teams can identify potential problems before the actual coding stage begins. General industry data and specialized resources like IBM and GeeksforGeeks suggest that this approach helps to capture the behavior and structure of a system more accurately, which prevents expensive fixes in the future. Specifically, the use of Class diagrams provides the necessary building blocks for object-oriented solutions, making the code more organized and easier to support for the entire development team. Moreover, the application of Use Case and

Sequence diagrams optimizes the analysis of requirements and the logic of object interactions, which confirms that all functions meet the client's needs. Visual models also serve as a universal blueprint, significantly reducing the time spent on long meetings and technical clarifications between developers and stakeholders.

Conclusions. Using UML is crucial to make software development better. It helps everyone in the team understand the project more clearly, from the beginning to the end. By creating these diagrams, developers can find and fix mistakes early, which saves a lot of time and money. Overall, using UML can reduce development costs, improve team communication, and provide the high quality of their final software products.

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THE USE OF AI TOOLS IN MODERN EDUCATION: OPPORTUNITIES AND CHALLENGES

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Problem Statement. In recent years, digital technologies have significantly transformed the field of education. Artificial intelligence tools, such as ChatGPT and Claude, are now used daily by many students and teachers. These tools can assist with learning, writing, and problem-solving. According to recent studies, over 50% of students in higher education institutions already regularly use artificial intelligence tools in their studies. However, this rapid proliferation also raises important questions: Are students becoming overly dependent on artificial intelligence? Is artificial intelligence replacing genuine thinking? How can teachers verify whether students have actually learned anything? These questions are crucial for the future of education and must be discussed at both the institutional and national levels.

Objectives. The main objective of this study is to analyze how AI tools are used in modern education. The study identifies the key benefits they offer to students and teachers and examines the main challenges associated with their use

in the learning process. Additionally, the study aims to propose a balanced approach to the use of AI in the educational environment.

Methods. This study employs general research methods, such as analysis, comparison, and synthesis of information on AI in education. Recent studies and documented examples of AI use in classrooms are analyzed to understand both the positive and negative implications. The study also draws on publicly available reports from educational institutions that have already implemented AI policies.

Results. AI tools demonstrate great potential in modern education. They make learning more personalized, provide students with rapid feedback, and assist those with special educational needs. They also support teachers by helping them create materials and manage daily tasks. ChatGPT and Claude are good examples of useful learning tools – they help students understand complex topics, practice writing, and prepare for exams. In addition, AI tools are particularly useful for students learning a foreign language, as they can instantly explain grammar rules, suggest better word choices, and provide writing examples at any time of day.

However, there are also serious challenges. The biggest problem is overreliance. When students use AI too often, they may stop thinking for themselves. This reduces critical thinking and independence – skills that are vital in real life and at work. Research shows that students who rely heavily on AI while doing homework typically perform worse on exams where AI is not available. Another issue is accuracy: AI tools are not always correct and may provide incorrect or misleading information. Students must learn to carefully verify facts and use reliable sources alongside AI.

Academic integrity is also a growing concern. It is difficult for instructors to determine whether a student's work was written by AI or by students themselves. This complicates fair grading. In response to this problem, many universities are now implementing AI detection tools and updating their academic integrity policies. Finally, not all students have equal access to AI tools, creating a digital divide – students from less affluent families may have fewer opportunities to use these technologies.

A new challenge is "AI hallucinations", when AI confidently provides information that is completely false. This is particularly dangerous in academic work, where accuracy is crucial. Students must understand that AI is a tool that can make mistakes, and they should always verify important information from reliable sources.

Conclusions. AI tools such as ChatGPT and Claude are already an important part of modern education. They offer real opportunities: faster learning, personalized support, and assistance with creative tasks. At the same time, students must use AI responsibly as a useful tool, not as a substitute for their own knowledge and skills. Schools and universities need clear guidelines on how AI can and cannot be used in educational settings. Teachers also need training to understand AI tools and teach students how to use them properly. In the future, AI will become even more integrated into education, so it is important to develop digital literacy and critical thinking from an early age. A balanced and responsible

approach to AI will help students get the most out of these technologies while maintaining the authenticity and substance of learning.

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EVALUATING CROSS-PLAFORM AND NATIVE APPROACHES IN MODERN MOBILE APPLICATION DEVELOPMENT

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Problem Statement. Nowadays, mobile applications have become an integral part of our lives. Though, before a development can start, production teams need to decide which developing approach to take. It can be either building a separate app for each platform, or using one shared codebase for both Android and IOS. This rather small decision directly affects how fast the application can be developed, how expensive it will be to build and maintain, how well it performs, and whether users on different platforms will experience the app in the same way.

Objectives. This research aims to compare key differences between cross-platform and native development approaches across main factors such as performance, production speed, cost and user experience consistency. In the process of the research it is crucial to identify which types of applications are more commonly built natively and which are built cross-platform, while also considering real-world consequences of two separate code bases when using native approach. Lastly it is important to analyze how hybrid approaches try to combine the advantages of two paradigms mentioned before, and whether it can fully replace them in the near future.

Methods. This study is based on a literature review of recent research and industry sources related to mobile application development. The analysis combines results from several empirical studies with practical examples and statistical data. The

main focus is on comparing native and cross-platform approaches across key factors such as performance, development time, cost, and user experience. Special attention is given to experimental studies where the same applications were built using different technologies, as this allows for a more objective comparison. In addition, the research includes examples from real-world applications and publicly available industry data to better understand how these approaches are used in practice.

Results. When it comes to performance, apps developed natively tend to consistently come out ahead. Native applications statistically run faster, use less resources and handle demanding tasks more efficiently. In Ramachandrappa`s controlled test it is shown that applications that were built natively for IOS have faster load times, lower CPU and memory usage during demanding tasks such as image processing, and better battery efficiency [4]. A study done by You and Hu measured this more precisely, finding that native Android applications used 82.67 MB of memory, while at the same time React Native consumed 177.92 MB and Flutter 167.45 MB. The native binary was also 3.3 MB in size, which compared to 30.1 MB for React Native and 21.3 for Flutter is a much smaller amount [7]. These numbers showcase how cross-platform frameworks do not simply add a small overhead, but in some cases multiply resource usage by a factor of two, which is a significant amount, and can be a large deal for users with older, mid-range devices, which still take a large share of global market of consumers. When talking about apps that depend on smooth performance, for example, video editing, gaming and AR, this gap is difficult to ignore, as it affects the core part of user experience. However, the performance advantage comes with a direct cost to budget and speed of development. Ramachandrappa found that React Native reduced initial development time to about 70% compared to native, while also saving about 30% of the cost [4]. Furthermore, cross-platform frameworks make up the performance gap through different architectural choices. Flutter draws UI directly on a canvas using its own rendering engine, which makes app performance more consistent and predictable than React Native, by bypassing the OS`s native controls layer [7]. At the same time React Native introduced a New Architecture that is designed to replace the traditional JavaScript bridge with a direct interface [1]. So while native still has significant advantage when it comes to raw performance, the gap is slowly narrowing, and for most commercial apps, that do not depend solely on difficult technical tasks that need a lot of resources, it is already small enough that speed and cost of development of cross-platform is the more decisive factor.

Application type usually is the prime selection driver. Looking at the approach that most companies take to build their products showcases a pattern that tracks closely with technical requirements. Apps that heavily rely on real-time GPU processing, low-level sensor access, or on-device machine learning tend to build natively, considering cross-platform frameworks cannot provide these API`s with equivalent precision. A clear modern example is TikTok. Its video editing and real-time visual effects require direct access to platform graphics pipelines, where low latency is crucial for user experience [2]. High-performance games and AR experiences fall into the same category, while e-commerce, productivity and enterprise apps show the opposite pattern. Walmart rebuilt its retail app in React

Native to update features on both platforms simultaneously [2]. Another strong evidence that cross-platform frameworks can meet quality standards for this category is Shopify. Since moving their entire mobile app to React Native, they reported achieving sub-500ms page loads and crash-free rates above 99.9% of time five years later [3]. Appfigures data from 2024 shows that 11% of all new apps released that year were built using Flutter, with React Native accounting for 7% [3]. Nevertheless, despite Flutter producing more apps by volume, React Native apps still generated more total revenue, with Flutter bringing in $283M and React native – $287M [3]. This profit difference suggests that React Native fills the niche of revenue-oriented commercial sectors, while Flutter is generally chosen for utility apps and individual developers.

One of the generally ignored consequences of different code bases is that over time two apps will inevitably drift apart. Considering that features are added in different orders, UI updates may roll out with delays, and some bugs may behave differently on different platforms, and even go unnoticed for months. This is a pattern that appears consistently in large-scale native products. One of the concrete examples is Telegram. For years they had a problem with layout updates, the IOS and Android versions always looked visibly different – if the IOS app received interface redesigns, it took months to reach Android users, which created fragmented experience across the user base. In February 2026, Telegram released a major update specifically to synchronize its Android interface with IOS, including considerable changes to navigation system [6]. What is important here, is that it`s not just a small update, but rather a significant release dedicated entirely to catching up with another platform. This kind of effort exhibits that with natively built apps teams spend more time not on new features, but on maintaining similarity between applications on different platforms. Ramachandrappa`s captured this directly. Maintenance costs were lower in applications developed with React Native, because updates only needed to be made once, while native applications required parallel implementation of the same features [4]. After adding in these maintenance costs with the need to do additional hiring for separate platform teams, the total long-term expense of native development is likely higher than the initial build cost.

Given that both approaches have clear limitations, a growing number of teams and developers are exploring the possibility of combining the elements of both together. The most structured of these is Kotlin Multiplatform (KMP), which is now officially supported by Google as its recommended approach for sharing business logic between Android and IOS, and reached stable status in November 2023 [1]. The main concept is sharing the code that is prone to be repetitive and tends to have more errors (data models, networking, storage), while keeping native only those parts, where platform differences actually matter to users. Stanić and Ćirković found in 2024 that this reduced code duplication and simplified maintenance without compromising native performance or API access [5]. A different form of hybrid is selective cross-platform adoption, which means building standard screens in a cross-platform framework while keeping native code for performance-sensitive features. Both strategies reflect the same insight: as the tooling matures, the binary choice

between native and cross-platform is becoming less relevant. The more useful question is which parts of a given app most benefit from each approach.

Conclusions. The evidence reviewed in this paper suggests that there is no universally correct approach to mobile development. Although native development offers better raw performance and immediate access to new platform features, at the same time it multiplies maintenance effort and creates a structural risk of the different application versions drifting apart. Cross-platform frameworks reduce development cost and make it easier to keep both platforms consistent, though introducing resource overhead and can lag behind new OS APIs. What`s significant is that the industry is slowly moving away from treating it as a binary choice. Hybrid architectures, particularly Kotlin Multiplatform, suggest a more practical model, capturing efficiency gains without sacrificing platform quality.

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AI VOICE FRAUD IN INTERNATIONAL BUSINESS

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Problem Statement. The accelerating growth of generative AI technology (GenAI) has introduced a new class of cybersecurity threats that significantly impact international business operations. One of the most critical among these is AI-driven voice impersonation, which increases the credibility of social engineering attacks against corporate executives, partners, and employees in digital business communication. Because of this technology, scammers can now use very clever "vishing" (voice phishing) attacks. This is especially dangerous when sending money abroad or negotiating online.

In international business environments, where communication often relies on digital channels and where participants may not have direct personal familiarity, it is becoming much harder to tell a real voice from a fake one, which creates serious risks. As a result, traditional trust mechanisms based on voice recognition are becoming unreliable, undermining both corporate security and intercultural trust.

In the context of international business, this threat is intensified by the structure of modern corporate communication. Cross-border operations often depend on remote interaction, multilingual teams, outsourced support services, and rapid approval chains for financial and operational decisions. As a result, employees may have limited direct familiarity with the voices, communication styles, and routines of foreign partners or senior executives, which increases the probability that synthetic or manipulated voice content will be perceived as authentic. In such settings, social engineering becomes not only a cybersecurity issue, but also a problem of trust and decision-making inside companies.

Objectives. The primary objective of this study is to analyse the technical mechanisms underlying AI-driven voice fraud, specifically focusing on deep learning-based text-to-speech (TTS) synthesis and real-time audio manipulation. By examining these technologies, the research aims to understand how they bypass traditional biometric security measures and "liveness detection" protocols currently relied upon in corporate environments. Another goal is to show why international business is so vulnerable. Factors like remote work, different time zones, and digital communication make it much easier for scammers to use voice impersonation.

Methods. This research is based on a qualitative analysis of recent cybersecurity reports and documented fraud cases published approximately between 2022 and 2025 by international organizations such as ENISA [2] and the FBI Internet Crime Complaint Center (IC3) [4]. The study includes a comparative evaluation of modern

biometric authentication technologies, with particular attention to voice recognition systems and their vulnerabilities to synthetic audio.

The analysis focuses on three dimensions: common attack scenarios, weaknesses of voice-based verification, and organizational controls applicable to cross-border business communication. Additionally, the methodology involves examining the effectiveness of "liveness detection" techniques, which aim to identify whether audio input is generated in real time, as well as out-of-band verification protocols that require confirmation through independent communication channels. The research also incorporates a conceptual analysis of emerging AI tools, including text-to-speech (TTS) models and deep learning-based voice synthesis systems, which are increasingly accessible to non-expert users.

Results. The selected materials were analysed based on three criteria: the type of attack, the weaknesses in security checks, and the effectiveness of countermeasures in international business. Special attention was paid to cases involving financial approvals, executive requests, customer verification, and partner interaction, since these situations combine high time pressure with a high chance of trust-based decision-making. This approach made it possible to connect technical developments in synthetic audio with practical risks for business organizations operating across borders.

The analysis shows that AI-driven voice and deepfake impersonation represent a measurable and growing financial threat to international business. According to the FBI Internet Crime Complaint Center, business email compromise, a category that covers voice impersonation, generated 21,489 complaints in 2023, with adjusted losses exceeding $2.9 billion, a 7.4% increase over the previous year [4].

The ENISA Threat Landscape report for 2023 documented a sharp rise in social engineering incidents, with AI-powered tools allowing attackers to greatly scale up their manipulation efforts and increase their technical complexity [2]. In these circumstances, organizations can no longer treat voice recognition as a sufficiently robust mechanism for verifying identity in high-stakes business contexts.

Real-world cases illustrate the scale of this risk. In 2019, the CEO of a UK-based energy subsidiary received a phone call from a voice he recognized as the chief executive of the company's German parent firm. The voice reproduced using AI voice synthesis software convincingly replicated the executive's accent, speech patterns, and mannerisms. Acting on the caller's urgent instruction, the UK executive authorized a wire transfer of $243,000 to a fraudulent account in Hungary [5]. In a significantly more sophisticated attack in January 2024, a finance employee at the Hong Kong branch of a multinational firm was invited to a video conference in which all participants, including the CFO and several colleagues, were AI-generated deepfake recreations. Trusting what he both saw and heard, the employee carried out 15 transactions totalling HKD 200 million (approximately $25.6 million) to fraudulent bank accounts [1]. Both cases demonstrate that AI-enabled impersonation is not a theoretical risk but an operational one, with cross-border business communication serving as the primary attack surface.

The risk is especially high in international business settings, where communication is often remote, time-sensitive, and conducted across jurisdictions,

languages, and time zones. Under such conditions, limited personal familiarity between participants may reduce the ability to detect fraudulent communication and increase dependence on procedural rather than interpersonal trust. As Europol has noted, the accessibility of deepfake tools is expanding rapidly, lowering the technical barrier for non-expert actors to conduct convincing impersonation attacks [3].

The study also indicates that effective protection requires more than technical detection alone. According to the FBI IC3, organizations should apply multi-factor authentication and verify payment or purchase requests through a separate trusted communication channel, such as a direct call to a known verified number [4]. These measures are particularly important in cross-border business communication, where the consequences of successful impersonation may include financial loss, reputational damage, and disruption of partner relations.

Furthermore, the analysis shows that traditional voice recognition systems cannot effectively protect against advanced AI voice synthesis. The analysis indicates that standard "liveness detection" techniques, which primarily look for acoustic artifacts or signs of pre-recorded playback, frequently fail against real-time AI voice generation. Because attackers can now stream highly convincing synthetic audio directly into VoIP or video conferencing platforms with near-zero latency, these technical safeguards are easily bypassed during live remote negotiations.

Conclusions. This study demonstrates that international business communication characterized by remote interaction, limited personal familiarity, and time-sensitive approvals makes international companies more vulnerable to AI voice fraud compared to local businesses. This vulnerability, not just the technology itself, is what makes such attacks successful. The findings show that defending against these attacks requires combining technical and procedural measures. Technical tools like MFA and liveness detection help close verification gaps, while internal rules, such as mandatory call-backs, protect employees from manipulation. In cross-border business, these formal procedures are especially important, as time zone differences and language barriers make it harder to rely on intuition or personal trust.

This study is limited to qualitative analysis of secondary sources and does not include empirical data from affected organizations. Future research should examine how verification compliance rates differ across industries and organizational sizes in international business contexts.

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PROGRESSIVE WEB APPLICATION

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Problem Statement. Today's digital products are often associated with a high abandonment rate due to the requirements of installing applications from app stores and the slowness of network connections. However, the application of PWA (Progressive Web Application) technology can resolve this issue by offering a native application like experience by means of service workers and a web manifest. Otherwise, developers would face a significant burden of maintaining different codebases for different operating systems. It is vital to standardize the process of transitioning from the web to mobile applications to ensure application availability prior to deployment to avoid wasting development efforts.

Objectives. The purpose of this research is to analyze how PWA integration improves deployment efficiency and user interaction in modern web applications. The study focuses on key technological components, such as background synchronization and caching strategies, to evaluate their impact on reducing latency and enhancing the reliability of the resulting web application.

Methods. The present paper is based on a comparative analysis of traditional web hosting and progressive development methods. The essential features of PWAs are discussed, focusing on Service Workers, Offline Persistence, and Web App Manifests. These tools are used for organizing the application's core and enhancing its installation capabilities compared to traditional websites. Analyzing the interaction between the browser and the cache API will allow us to detect possible logic errors at the development stage.

Results. The findings of the research show that the application of PWA standards greatly improves the efficiency of the software development process. For instance, caching static and dynamic assets through advanced service worker scripts ensures the resolution of connectivity issues before the production stage of development. According to Google and MDN documentation, this development methodology ensures a closer replication of native application behavior, eliminating the need for costly updates to the platform. For instance, the application of manifest

files ensures the application of the necessary configuration for "Add to Home Screen" functionality, making the application more accessible and easier to manage for the development team. Additionally, the application of Push API and Background Sync optimizes the logic of real-time updates, ensuring that the software meets all the necessary requirements.

Conclusions. The research indicates that PWA technology is a foundational framework for creating high-performance and reliable web applications. With the robust cross-platform features of PWAs, it is easier for developers to pinpoint UX performance bottlenecks at the early stages of development, thus reducing development costs. With the incorporation of advanced caching and Background Sync features, PWAs ensure the stability of applications even when the network is unstable, thus promoting user retention. In addition, the adoption of a single code base for multiple platforms eliminates the cost of maintaining different applications for different platforms. This research confirms the fact that the adoption of PWA standards closes the gap between web accessibility and native application performance. Thus, the adoption of progressive models is a sustainable and cost-effective solution for modern applications. Thus, it is safe to say that PWA technology is a very viable solution for web applications.

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TECHNICAL ASPECTS OF DIGITAL PRODUCT LOCALIZATION

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Problem Statement. The rapid global expansion of digital services has transformed software localization from a purely linguistic activity into a complex technical and engineering process. Modern localization (L10n) is closely related to internationalization (i18n), creating a unified system that allows a single codebase to support various cultural, linguistic, and regional settings. The relevance of this study is due to the high failure rate of digital products in international markets due to

insufficient technical adaptation, resulting in UI/UX errors, loss of user confidence and reduced competitiveness [2].

Objectives. The aim of this research is to examine the multi-layered technical structure of localization and to analyse the software tools and methodologies used to automate and optimize this process.

Methods. The study is based on a systematic analysis of the Software Development Life Cycle (SDLC), combined with an architectural review of contemporary localization frameworks and practices.

Everything starts with the principles of language selection. The selection of target languages is primarily data-driven and influenced by both market and technical considerations [1]. According to the Tier System, markets are categorized into tiers based on economic potential. Tier 1 markets (such as the USA, UK, Germany, and Japan) are prioritized due to their high purchasing power. Additionally, the EFIGS language group (English, French, Italian, German, Spanish) remains the industry standard for global software deployment. Also, Minimum Viable Localization (MVL) is important as well as developers often begin with partial localization, focusing only on app metadata (e.g., App Store descriptions) to test regional demand. If user engagement increases, full localization is implemented. However, the Technical Complexity and Debt affect language choices by default – certain languages are postponed due to implementation complexity. For example, Slavic languages (such as Ukrainian or Polish) require handling multiple plural forms, while Asian languages demand specialized font rendering and layout adjustments.

Once the initial localization decisions are made, the next critical area to consider involves technical hurdles and their resolutions. There are different kinds of mistakes a developer can make [1][3].

String-related issues can be easily solved when the developer is informed. Hard-coded strings are caused by embedding text directly into source code complicates extraction and translation, leading to inefficiencies – storing all translatable content in external resource files integrated into the application solves this problem; splitting sentences into multiple keys disrupts grammatical integrity across languages – instead, complete sentences should be used as single translation units.

Some problems lead to UI and Design Challenges. For instance, text expansion and contraction affects user experience a lot. Translated text length varies significantly. In fact, French text can be 25–30% longer than English, and the best solution here is to design flexible UI layouts with adaptive spacing and provide translators with contextual constraints [3]. Another problem is language direction, as different languages follow different reading directions (LTR, RTL, vertical), which may disrupt layout rendering – developers must implement directional support at the code level and design alternative UI configurations.

While it might seem like a linguistic and functional complexity only matters to translation team, pluralization rules and error detection is mandatory on technical side. Languages differ in plural forms, requiring flexible logic in software, causing a need to utilize platform-specific pluralization frameworks (e.g., Android or iOS localization tools). According to statistics, localization issues are often detected late in

the process – to deal with this issue pseudo-localization should be applied to simulate translations and identify layout or coding issues early [3].

Workflow and process optimization issues create another group. The most common one is late localization integration, caused by delaying localization until final stages creates bottlenecks. Obviously, incorporate internationalization (i18n) at early development stages. Also, Manual handling of translation files increases workload and error risk, leading to increasing popularity of automated systems with API integration usage [2].

Modern localization relies on continuous integration and automation technologies: Translation Management Systems (TMS) as Lokalise, Crowdin and Phrase integrate with version control systems (GitHub, GitLab), enabling automatic synchronization between developers and translators; Over-the-Air (OTA) Localization allows real-time updates of translations in applications without requiring full software updates; AI-Powered Translation and LLM Integration enhance translation quality through contextual understanding, ensuring consistency and semantic accuracy across multiple languages, significantly reducing the need for manual quality assurance [4]. You can see characteristics comparison in Table 1.

Table 1 – Comparison of localization automation frameworks

Automation Technology	Technical Implementation	Primary Problem Solved	Strategic Impact
TMS	API integration with VCS	Manual file handling.	Continuous dev-linguist sync.
OTA Localization	Real-time updates without full builds.	Deployment delays for fixes.	Instant UI/UX agility.
AI and LLM	Context-aware linguistic processing.	Lack of context in MT.	Up to 40% faster; less manual QA.

Results. Localization is a strategic technical investment. The transition from static translation to continuous localization enables digital products to remain competitive in global markets. Effective localization requires balancing market priorities with technical feasibility. Future advancements are expected to focus on LLM-driven context-aware translation systems capable of understanding both linguistic and programmatic contexts.

Conclusions. The results show that the initial implementation of internationalization is responsible for success in localization. The effort and cost of localization are greatly increased by poorly written code. Additionally, localization time is cut thanks to the use of AI and Machine Translation Post-Editing (MTPE), but human oversight is still necessary for cultural and contextual accuracy.

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THE ETHICAL SIDE OF PERSONALIZED RECOMMENDATION SYSTEMS

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Problem Statement. Personalized recommendation systems are widely used on digital platforms such as YouTube, TikTok, Netflix, Spotify, and online stores. They help users discover relevant content faster and reduce information overload. However, their growing influence also raises serious ethical concerns. These systems are often trained on large amounts of personal data, which creates privacy risks. In addition, recommendation algorithms may reinforce harmful bias, limit exposure to diverse viewpoints, and shape user choices in ways that are not always transparent. Therefore, it is important to analyze not only the technical benefits of recommendation systems, but also their ethical implications for users and society.

Objectives. The primary objective of this research is to identify the main ethical challenges connected with personalized recommendation systems. We aim to analyze how such systems affect privacy, transparency, fairness, and user autonomy.

Methods. This research is based on comparative analysis of recent academic and institutional sources related to artificial intelligence and recommender systems. We examine the main ethical issues described in these materials, including data collection, algorithmic bias, filter bubbles, and limited explainability. The study also considers policy and risk-management approaches that promote fairness, privacy protection, and transparency in AI-based systems.

Results. The findings show that personalized recommendation systems provide clear practical value, but they also create significant ethical risks. First, their effectiveness depends on collecting and analyzing user data, which can reduce privacy and increase the possibility of unwanted inference about a person’s interests or behavior. Second, recommendation models may amplify existing biases in data and produce unequal visibility for creators, products, or opinions. Third, personalization can gradually narrow the information space around the user and create so-called filter bubbles, where people mostly receive familiar content instead of diverse perspectives. Finally, users often do not clearly understand why certain recommendations appear,

which weakens transparency and accountability. These findings indicate that ethical recommendation systems should combine personalization with data minimization, understandable explanations, human oversight, and regular bias auditing.

Conclusions. The ethical side of personalized recommendation systems is becoming increasingly important in the digital age. Although such systems improve convenience and user experience, they also influence attention, choice, and access to information. For this reason, developers and platforms should not focus only on engagement and commercial efficiency. They should also ensure privacy protection, reduce harmful bias, improve transparency, and support informed user choice. In general, responsible recommendation systems can provide both technological benefits and better protection of users' rights in the modern online environment.

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ZERO-KNOWLEDGE PROOF AS A TOOL FOR SECURE COMMUNICATION IN GLOBAL NETWORKS

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Problem Statement. In a modern technology-driven world, secure communication across global networks faces growing threats from sophisticated attackers, large-scale data breaches, and quantum-era cryptographic risks. For instance, according to IBM, the global average cost of a data breach reached $4.44 million in 2025, underscoring the urgent need for enhanced security measures [4]. Traditional authentication and encryption schemes, while effective, often expose sensitive information during verification processes, creating additional vulnerabilities.

Zero-Knowledge Proof (ZKP) protocols − a class of cryptographic methods that allow one party to prove knowledge of certain information without revealing the information itself − present a revolutionary approach to strengthening privacy and

integrity in digital communication [2]. This study explores the theoretical foundations, practical implementations, and security implications of ZKP-based systems used in global communication frameworks, such as blockchain networks, messaging platforms, and identity verification systems [5, 6].

Objectives. The aim of the research is to examine how Zero-Knowledge Proofs can transform secure data exchange in global networks by eliminating the need to transmit sensitive payloads. The specific objectives are:

– to analyze the vulnerabilities of traditional data-in-transit models in global communication;
– to evaluate ZKP-based authentication as a mechanism for securing international API integrations;
– to assess the role of ZKP in achieving cross-border regulatory compliance (e.g., GDPR) without data exposure.

Methods. This study is based on a literature review and an analysis of network security architectures. Academic papers, security standards, and industry reports from organizations like IBM were reviewed to understand current data-in-transit vulnerabilities. A comparative analysis was conducted to evaluate the differences between traditional Public Key Infrastructure models and ZKP-based data exchange protocols. The collected data was analyzed to evaluate how zero-knowledge frameworks can reduce the risks of Man-in-the-Middle attacks and help organizations comply with international privacy laws, such as the GDPR [1,4].

Results. The analysis of global network vulnerabilities indicates that authentication processes relying on transmitted secrets remain a primary vector for compromise. According to the 2025 IBM Cost of a Data Breach Report, customer Personally Identifiable Information (PII) is the most frequently compromised data type, involved in 53% of all global breaches [4]. Although traditional Public Key Infrastructure (PKI) models encrypt credentials in transit, the underlying PII remains extremely vulnerable to interception at compromised endpoints and to leaks from server-side databases.

Integrating Zero-Knowledge Proof protocols into network architectures fundamentally alters this risk model by eliminating sensitive payloads from the transit layer. Instead of transmitting plaintext or hashed credentials, ZKP generate non-interactive cryptographic proofs validating user knowledge locally. This mechanism neutralizes credential stuffing and interception attacks; because the actual PII never leaves the client device, the attack surface during authentication is minimized. For organizations operating across jurisdictions, transmitting binary mathematical proofs rather than commonly encrypted user data enables direct compliance with strict data localization requirements, such as those under the GDPR, without having to spend money on infrastructure related to segmented regional databases.

Evaluating cryptographic deployment shows that non-interactive zero-knowledge proofs (NIZKPs) currently dominate the sector due to their scalability in distributed systems, requiring no synchronous communication between prover and verifier [5]. The software integration of these protocols is accelerating rapidly. The global ZKP market reached $1.535 billion in 2025 and is projected to grow to approximately $7.5 billion by 2033 at an annual growth rate of 22.1% [3]. This adoption metric directly

reflects the enterprise sector shift toward cryptographically minimizing data exposure to ease the multi-million-dollar financial risks that are common in traditional authentication frameworks [1].

Conclusions. This study demonstrates that Zero-Knowledge Proof protocols represent a fundamental shift in network security, moving from "protecting transmitted data" to "eliminating the need for transmission" entirely. The analysis reveals that traditional PKI models, while robust in encryption, remain vulnerable at the endpoints where PII is most frequently compromised. By replacing sensitive payloads with non-interactive cryptographic proofs, organizations can structurally neutralize common threats such as credential stuffing and Man-in-the-Middle attacks, as the actual data never leaves the client device.

From a regulatory and economic point of view, ZKP offers an optimized path to achieving international compliance with standards like the GDPR. The ability to verify identity or authority through binary mathematical proofs allows companies to bypass the high costs of regional database segmentation and data localization.

Future research should focus on the computational overhead and integration complexities of implementing ZKPs within legacy systems, as current scalability benefits are primarily seen in distributed and blockchain environments. Additionally, further study is required to evaluate the "quantum-resilience" of existing non-interactive zero-knowledge protocols (NIZKPs) to ensure long-term data integrity against the emerging threat of large-scale quantum computing.

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USING BPMN 2.0 FOR BUSINESS PROCESS RE-ENGINEERING IN CLOUD-BASED ENTERPRISES

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Problem Statement. The rapid implementation of cloud infrastructure during the deployment of modern enterprise management information systems has revealed significant limitations of traditional approaches to defining and managing business processes. Many large enterprises currently face the problem of bottlenecks caused by the use of outdated management approaches that are not adapted to distributed cloud environments [2]. This leads to increased operational costs, synchronisation errors, and delays in service delivery. System reengineering using modelling standards, particularly BPMN 2.0, becomes critically necessary to align business logic with the capabilities of modern cloud technologies.

Objectives. The primary objective of the research is to analyse the role of the BPMN 2.0 standard in identifying business processes and to evaluate its effectiveness in designing optimised models ("To-Be") for organisations operating in a cloud environment [1].

Methods. The paper employs a comprehensive scientific approach grounded in the Business Process Reengineering (BPR) methodology [2], including the use of BPMN 2.0 (Business Process Model and Notation) for the visualisation and analysis of business processes [3]. Additionally, the following methods were used: system analysis – to study the relationships between components of the cloud infrastructure; comparative analysis – to evaluate the "As-Is" and "To-Be" models [1]; decomposition method – to break down complex organisational processes into various operations.

Research. At the core of effective management of a modern business organisation lies a comprehensive understanding of business processes – logically completed sequences of steps aimed at creating specific value for the consumer [1]. Under the conditions of a dynamic market and the implementation of modern digital technologies (particularly cloud solutions), there is a need for their reengineering, i.e., a complex rethinking and restructuring of operational and financial flows to achieve significant improvements in performance, cost, and quality indicators [2]. A key instrument in this process is the definition and modelling of business processes, which allows for the creation of an abstract graphical diagram of the enterprise's activities.

One of the most advanced standards for such modelling is BPMN 2.0. It includes such model components as: flow objects (events, tasks, gateways); connecting objects (sequence flows and message flows); and areas of responsibility (Pools and Lanes) – key elements for the segregation of roles [3].

The use of BPMN 2.0 becomes particularly relevant for enterprises planning to deploy their own information system in a cloud environment. Unlike traditional

structures, cloud organisations operate in a distributed environment where resources and data can be located on different servers, and access to them is remote. Furthermore, cloud services (SaaS, PaaS, IaaS) allow for the flexible distribution of authorities and access to information. However, it is worth noting that without a clear logical model, this distribution often becomes chaotic, which creates security risks and causes the emergence of bottlenecks.

It should be separately noted that the BPMN 2.0 standard allows for reengineering specifically from the perspective of the transparent distribution of authorities [1]. By using "Lanes" in the model, an analyst can clearly assign each operation to a specific role or service in the cloud [3]. This ensures:

– strict division of responsibilities: each participant in the cloud environment sees only those processes for which he is responsible;
– optimisation of delegation: automated cloud scripts and human resources are integrated into a single flow, where authority is transferred automatically according to defined rules (gateways);
– transparency of control: at any given time, it is possible to track who has access to critical cloud data and at what stage.

Thus, business process reengineering based on BPMN 2.0 transforms a complex cloud ecosystem into an ordered structure where each role has clearly defined boundaries of authority, which minimises the human factor and increases the overall security of the system.

Results. The application of BPMN 2.0 allows for the accurate visualisation of complex business operations in cloud systems, making hidden inefficiencies clear to both IT specialists and management. The implementation of reengineering models allows to significantly reduce the duration of work cycles and eliminate operations that do not add value [2]. Graphical modelling also helps better integrate automated cloud services with human actions, increasing the transparency and reliability of the overall system architecture.

Conclusions. The BPMN 2.0 standard is a key tool for digital transformation, acting as a connecting link between business strategy and technical implementation in the cloud. The application of BPMN 2.0 tools in the reengineering process allows for the transformation of complex, often chaotic cloud operations into an ordered structure with clearly defined logic. The use of areas of responsibility (Pools and Lanes) in the models ensures a transparent distribution of authorities among different categories of users and automated services [3]. This is critically important for cloud enterprises, as it allows for the elimination of resource conflicts and minimises security risks associated with the human factor.

The BPMN 2.0 standard provides a reliable foundation for eliminating system errors and guarantees the compliance of software architecture with business goals. Thanks to the visualisation of "To-Be" processes, an organisation gains the opportunity not only to optimise cloud infrastructure costs but also to achieve a high level of transparency in access rights management.

Further research should be directed toward studying the possibilities of integrating BPMN models with automated management systems for real-time performance monitoring and developing algorithms for the automatic control over the execution of regulated authorities in distributed information systems.

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ARTIFICIAL INTELLIGENCE IN CYBERSECURITY: ARCHITECTURES, MODELS AND PRACTICAL IMPLEMENTATION

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Problem Statement. The accelerated digital transformation of economic systems, public administration, financial services, and critical infrastructure has significantly expanded the global cyber threat landscape. The proliferation of cloud computing, Internet of Things (IoT) ecosystems, distributed networks, and remote work models has created a complex digital environment characterized by high volumes of data exchange and increased attack surfaces. According to analytical reports published by ENISA and IBM Security, modern cyberattacks are becoming more automated, adaptive, and difficult to detect using traditional signature-based security mechanisms. Conventional intrusion detection systems rely primarily on predefined rule sets and known attack signatures, which limits their effectiveness against zero-day vulnerabilities, polymorphic malware, and advanced persistent threats (APT).

Artificial Intelligence (AI) technologies introduce a fundamentally new paradigm in cybersecurity by enabling systems to learn from data, identify hidden behavioral patterns, and autonomously adapt to emerging threats. Machine learning algorithms are capable of analyzing massive volumes of structured and unstructured data in real time, detecting anomalies, and predicting potential attack vectors before exploitation occurs. However, despite the rapid adoption of AI-based cybersecurity tools, there remains a need for systematic scientific analysis of their architectural models, operational efficiency, scalability, and associated risks.

Objectives. The purpose of this research is to conduct a comprehensive analysis of Artificial Intelligence applications in cybersecurity and to evaluate their role in enhancing digital resilience. The study aims to examine architectural frameworks of

AI-driven security systems, analyze practical implementation challenges, and determine future development directions in intelligent cyber defense.

Methods. The methodological framework of the study is based on a combination of theoretical and empirical approaches. A comparative analysis was conducted between traditional rule-based cybersecurity systems and AI-powered detection mechanisms. Scientific publications were analyzed to identify dominant research trends and technological solutions.

The research focuses on supervised, unsupervised, and reinforcement learning models applied in cybersecurity contexts. Supervised learning models such as Support Vector Machines (SVM), Decision Trees, Random Forest, and Gradient Boosting are widely used for malware classification and phishing detection. Unsupervised learning techniques, including clustering algorithms (K-Means, DBSCAN) and anomaly detection models, are effective for identifying unusual network traffic patterns. Deep learning architectures, particularly Convolutional Neural Networks (CNN) and Recurrent Neural Networks (RNN), are employed for real-time traffic analysis and behavioral monitoring.

Additionally, the study examines the integration of Natural Language Processing (NLP) for phishing email detection and threat intelligence extraction from unstructured textual data sources.

Results. The analysis demonstrates that AI-driven cybersecurity systems significantly enhance detection accuracy compared to traditional security tools. One of the core advantages of AI implementation lies in its ability to move from reactive defense strategies toward predictive and proactive cyber defense models. Machine learning algorithms trained on historical attack datasets can identify deviations from normal system behavior, thereby detecting novel attack patterns without reliance on predefined signatures.

Deep learning models show high efficiency in processing high-dimensional network traffic data. For instance, neural network-based intrusion detection systems are capable of identifying subtle correlations between packet metadata, session duration, and traffic frequency that may indicate malicious activity.

Furthermore, AI significantly reduces the mean time to detect (MTTD) and mean time to respond (MTTR) to incidents. According to the Cost of a Data Breach Report by IBM, organizations implementing security automation and AI reduce breach lifecycle duration by over three months compared to those without AI-based solutions. This reduction directly correlates with lower financial losses and minimized reputational damage.

However, the study also identifies several limitations and risks associated with AI deployment in cybersecurity systems. AI models require large volumes of high-quality training data, and biased datasets may lead to inaccurate threat classification. Additionally, adversarial machine learning presents a significant risk, as attackers may intentionally manipulate input data to deceive AI detection models. Another critical issue concerns explainability. Many deep learning systems operate as "black boxes," making it difficult for cybersecurity analysts to interpret decision-making processes.

Moreover, the increasing use of AI by cybercriminals creates a dynamic adversarial environment often described as an “AI versus AI” paradigm. Malicious actors employ generative models to create sophisticated phishing campaigns,

automated vulnerability scanning tools, and polymorphic malware capable of evading traditional detection methods.

Conclusions. Artificial Intelligence has become a cornerstone technology in modern cybersecurity architecture. AI-based systems provide enhanced anomaly detection, predictive threat modeling, and automated incident response capabilities. Their implementation allows organizations to transition from static defense mechanisms toward adaptive, self-learning security infrastructures capable of countering rapidly evolving cyber threats.

Despite their substantial advantages, AI-driven cybersecurity solutions require continuous model validation, retraining, and transparency mechanisms to ensure reliability and trustworthiness. Future research should focus on Explainable Artificial Intelligence (XAI) frameworks, federated learning approaches for distributed threat intelligence sharing, and hybrid architectures combining AI with blockchain-based verification systems. The development of standardized international regulatory frameworks for AI cybersecurity governance also represents a crucial direction for further scientific inquiry.

In the context of increasing global digital interdependence, intelligent cybersecurity systems are not merely technological enhancements but strategic instruments for ensuring national and organizational security.

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PROTECTION OF PERSONAL DATA IN MOBILE APPLICATIONS: WHAT PRIVACY POLICIES ACTUALLY REVEAL

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Problem Statement. Mobile applications have become the primary gateway through which users interact with digital services, and nearly every application collects some form of personal data [4]. Before installing an app, users are required to agree to a privacy policy, that is a legal document that outlines what data is collected,

for what purpose, and with whom it is shared [6]. However, research consistently shows that most users do not read these documents, and those who attempt to do so rarely comprehend them. This creates a significant asymmetry: users unknowingly surrender access to their location, contacts, device identifiers, and behavioral patterns, while app developers operate behind policies deliberately written to be difficult to interpret [2]. Understanding what these policies actually reveal and what they obscure is an important problem in the context of modern data protection.

Objectives. The aim of the research is to examine how mobile application privacy policies explain the collection of personal data. The specific objectives are:

– to identify what types of personal data are usually collected by mobile apps;
– to analyze how easy or difficult privacy policies are for users to read and understand;
– to examine the difference between legal compliance and real transparency;
– to evaluate whether GDPR and app store privacy labels help users make more informed decisions.

Methods. The research is based on the analysis of academic articles, privacy-related reports, and regulatory documents. The selected sources were used to examine the readability of privacy policies and the ways mobile apps disclose data collection. Data from the Apple App Store and Google Play Store was also considered to compare privacy practices across platforms. In addition, GDPR materials and studies on privacy labels were reviewed to evaluate their role in improving transparency [1].

Results. The analysis showed that privacy policies in mobile applications are often too difficult for average users to understand [3]. This reduces the effectiveness of informed consent and makes users less aware of how their personal data is collected and used. The problem becomes stronger on mobile devices, where long privacy texts are less convenient to read [6]. The results also showed that personal data collection in mobile applications is very common. In January 2025, about 53% [4] of free iOS apps reported collecting personal data, while about 86% [4] of paid iOS apps did not clearly indicate whether such data was collected. Applications aimed at teenagers collected data more often than apps for other age groups [5]. Shopping, social media, and news apps were found to be among the largest data collectors, mainly because the user data in these categories is valuable for advertising and analytics. The results further showed that legal regulation has improved transparency, but has not fully solved the problem. More than 55% [7] of popular apps did not meet explicit consent requirements in the first half of 2024 [7]. GDPR-related fines for insufficient transparency exceeded €1.6 billion in 2024 [7]. Privacy labels introduced by Apple caused an average 14% decline in weekly downloads, and a 15% decrease in in-app revenue compared to similar Android apps [7]. However, privacy labels do not always fully satisfy GDPR [1] disclosure requirements, meaning that formal compliance and genuine transparency remain two distinct things.

Finally, the analysis showed that user understanding also plays an important role. People who better understand app permissions usually expose less sensitive personal data. In contrast, users who do not understand permissions allow broader access to their personal data. This means that personal data protection depends not only on legal rules, but also on users' digital awareness**.**

Conclusions. The evidence reviewed in this paper suggests that privacy policies in mobile applications, despite growing regulatory pressure, remain largely inaccessible to ordinary users. Policies are written at reading levels that exceed the comprehension of most adults, are difficult to parse on mobile screens, and are often accepted without being read. While platform-level transparency tools such as Apple's privacy labels represent a meaningful step forward which is evidenced by measurable shifts in user behavior and they do not yet fully satisfy legal disclosure standards. Closing the gap between formal compliance and genuine transparency will require not only stricter enforcement of existing regulations, but also standardized, human-readable disclosure formats and broader data literacy education, particularly for younger users who are disproportionately targeted for data collection.

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AREA 4. HUMANITIES: PEDAGOGY, PSYCHOLOGY, POLITICAL SCIENCES, PHILOLOGY, SOCIOLOGY

LE RÔLE DES MÉDIAS ÉTRANGERS DANS LA CONSTRUCTION DE L'IMAGE DE L'UKRAINE AU POINT DE VUE DES UKRAINIENS

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Problématique. Avec le début de l'invasion à grande échelle de l'Ukraine par la Russie, l'image de l'Ukraine a commencé à se forger sous l'influence des publications étrangères.

L'intérêt croissant des Ukrainiens pour les médias étrangers rend nécessaire l'étude de leur influence sur la perception de l'Ukraine « de l'extérieur », ainsi que de l'attitude à l'égard de ces publications à l'intérieur du pays.

Le questionnaire (Google Forms) mené auprès de 255 répondants, l'analyse quantitative des données obtenues, ainsi que l'analyse de contenu des publications des médias étrangers, nous a permis de comprendre qu'une partie des Ukrainiens s'informe via les réseaux sociaux (71,5 % des répondants), ce qui témoigne la réception d'informations médiatiques via des intermédiaires: blogueurs, chaînes Telegram et influenceurs. Ce mode de diffusion augmente le risque d'interprétation subjective de l'information. Parallèlement, l'algorithme de réseaux sociaux favorise la formation de « bulle d'information » (Eli Pariser, 2011), ce qui limite l'accès à des points de vue alternatifs. Malgré la rapidité et l'accessibilité des réseaux sociaux, leur domination entraîne une baisse de la qualité et de la fiabilité de l'information, ce qui fait que les médias étrangers apparaissent de plus en plus souvent non pas comme une source primaire, mais comme un contenu transformé par des intermédiaires.

Objectifs. Dans le contexte de la consommation d'actualités provenant des médias étrangers, il convient de prendre en compte non seulement les canaux de diffusion de l'information, mais aussi le niveau de confiance dont ils jouissent. Avec le début de l'invasion à grande échelle, le rôle des médias étrangers dans la couverture des événements en Ukraine s'est accru. Cela en fait en quelque sorte un « outil » dans la formation de l'image de l'Ukraine.

Méthodes. Les résultats de l'étude sociologique montrent que les Ukrainiens ont tendance à faire confiance aux médias jouissant d'une réputation de transparence sur la scène internationale, notamment la BBC, le Monde et The Guardian. 57,7 % des personnes interrogées ont choisi BBC comme l'une des sources d'information les plus fiables dans l'espace médiatique. Cette tendance s'explique par le fait que ce média

respecte des normes éditoriales strictes : véracité et rigueur, impartialité, service de l'intérêt public qui prime sur des intérêts du pouvoir, indépendance et responsabilité vis-à-vis de son public.

Résultats. Après avoir analysé les publications dans la presse internationale, nous avons constaté que l'image de l'Ukraine se construit de manière fragmentaire, car l'attention se concentre sur des aspects isolés (économie, guerre, problèmes sociaux), ce qui ne donne pas une vision complète de la situation réelle. Dans le même temps, cette image ne reflète qu'en partie la réalité. Les données du KMIS (Institut international de sociologie de Kyiv), confirment la résilience interne des Ukrainiens: 64 % des personnes interrogées voient l'Ukraine prospérer à l'avenir, ce qui correspond à la couverture de la BBC et du Monde. En revanche, CNN met plus souvent l'accent sur des aspects liés à la crise, ce qui peut façonner une perception plus négative auprès du public étranger.

Il est à noter que dans l'ensemble, les médias internationaux contribuent à la diffusion d'informations objectives, plutôt positives, et au maintien de l'attention internationale envers l'Ukraine. La critique de l'Ukraine par les médias internationaux suscitent des réactions variées chez les Ukrainiens. 38,4 % des interrogés ont indiqué que les articles critiquant les événements en Ukraine les incitent à vérifier des informations. Les lecteurs se tournent vers les sources primaires et d'autres médias afin d'analyser l'information et en choisir fiable et utile. Pour 30,6 % des personnes interrogées, la critique suscite de l'indignation. Très souvent, le lecteur perçoit la critique non pas comme une analyse constructive de l'événement, mais comme une attitude partiale à l'égard de son État. Bien qu'une grande partie des personnes s'efforce de vérifier les informations, un tiers d'entre elles réagit émotionnellement à la critique. Cela témoigne d'une sensibilité à l'évaluation internationale de l'Ukraine.

Conclusion. Les articles comportant la critique internationale envers l'Ukraine suscitent une attention particulière, car leur contenu et leur ton dépendent souvent de l'impartialité des médias et du contexte politique. Dans les pays où la liberté d'expression est restreinte, notamment en Russie, en Chine et dans certains milieux politiques hongrois, la critique de l'Ukraine revêt souvent un caractère sélectif et potentiellement partial, mettant l'accent sur les aspects négatifs sans fournir le cadre général d'une situation. La propagande russe qui exerce une influence directe sur les pays aux régimes autoritaires, y joue un rôle significatif. En revanche, on constate que les médias internationaux possédant le plus d'autorité, présentent la critique dans le cadre d'une analyse globale, en la combinant avec la couverture de la résilience de la société ukrainienne au bout de plus de quatre ans de guerre. De ce fait, l'information des médias internationaux aide les Ukrainiens à développer leur esprit critique et diminuer leur vulnérabilité face aux manipulations et garantit une perception multidimensionnelle de l'Ukraine.

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DYSTOPIAN FICTION AND POLITICAL CONTROL

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Problem Statement. Modern society is full of inspiration for dystopian literature. A dystopia is an imagined, often futuristic society characterized by extreme, unpleasant, and oppressive conditions, serving as the opposite of a utopia. Dystopian works address issues such as authoritarianism, surveillance, climate change, and social inequality, depicting speculative futures that portray the dangers of unchecked power, technological excess, and systemic oppression. These narratives serve as cautionary tales, warning against the consequences of political corruption, mass manipulation, and economic disparity at the same time as encouraging readers to question present day systems.

Objectives. The primary objective of this thesis is to examine how popular dystopian novels reflect and critique the realities of modern society by portraying speculative futures shaped by authoritarianism, pervasive scrutiny, technological excess, environmental degradation, and social inequality. Through the analysis of selected well-known dystopian works such as *1984* by George Orwell [1], *The Hunger Games* by Suzanne Collins [2], the study aims to explore how these narratives represent systems of power, control, and oppression, particularly in relation to political corruption, mass manipulation, and economic disparity. By situating these novels within their historical and contemporary contexts, the research also aims to demonstrate how dystopian literature functions as a cautionary form of social and political commentary, encouraging readers to critically question existing societal norms, governance systems, and power relations. Ultimately, this study intends to highlight the continued relevance of popular dystopian fiction in addressing present-day global concerns and its significance within modern literary discourse.

Methods. This study uses a literary analysis to examine how popular dystopian novels criticize and review modern society. The original sources analyzed are *1984* by George Orwell and *The Hunger Games* by Suzanne Collins. These novels were selected because they are well-known examples of dystopian fiction and clearly address issues such as authoritarianism, surveillance, and social inequality.

The study is based on close reading of the selected novels, focusing on key themes, characters, and settings related to power, control, and oppression. Important

passages from the texts are examined to show how dystopian elements are used to represent political corruption, mass manipulation, and economic inequality.

The analysis is supported by secondary sources, including academic books, journal articles, and literary criticism, which help to explain the themes and place the novels within their social and historical contexts. A thematic comparison is also used to identify similarities and differences among the selected works.

These methods allow the thesis to demonstrate how dystopian literature functions as a form of social criticism and why these novels remain relevant in comprehending contemporary social issues.

Results. The study found that all of the chosen novels have parallels with the contemporary real-world political states. For instance, 1984, which was published in 1949, warned against totalitarianism, the seeds of which Orwell saw all around him, and painted a picture in which Britons of the future are governed by a vaguely socialist regime, which oppresses them in the name of freedom. More a parody of the emerging Cold War, Orwell denied his novel predicted how Attlee's new welfare state would end in dictatorship. But, showing that sometimes an author's intentions can sometimes be subverted by their readers' preconceptions, that was how some read it.

Conservative MP Charles Curran even claimed it "probably had more to do than any other single factor with the Socialist defeat in the 1951 general election. That book did more than all the speeches, all the advertisements and all the politicians to change the climate of public opinion in England." If that was a fanciful view, the themes contained in 1984 certainly resonated throughout the decades, with a library of 'Orwellian' fictions showing how future governments would tyrannize Britons in ways its author never imagined [3].

In *"1984,"* the Party controlled the truth through Newspeak and historical revisionism. Today, the manipulation of information is evident in the prevalence of fake news and media censorship. Social media algorithms can be tailored to spread misinformation and influence public opinion, creating echo chambers that reinforce biased viewpoints. Governments around the world, from authoritarian regimes to democratic states, engage in varying degrees of information control and censorship, akin to Orwell's concept of reality control.

Living under constant surveillance has significant psychological and social impacts. The awareness that our actions and thoughts might be monitored creates a climate of fear and self-censorship, much like the society depicted in *"1984."* This pressure to conform can lead to mental health issues and a loss of individuality. Social interactions are also affected, as people become more cautious about expressing dissenting opinions or engaging in behaviours deemed nonconformist [4] .

The Hunger Games was thought to be a 'prediction' of USA's fate in the future but no one could ever imagine that the future was closer than it seemed. The rebellious nature identified in the lead character of *The Hunger Games*, is a depiction of the Americans tired of the government ruling them with strict policies. One of the most significant activities linked to this in the American society is the resistance shown by individuals against the US government. The recent Whatsapp mobile application disclosed that they will have access to chats of their users, has caused

several users demanding a shift back to their original privacy policy. Many users have already shifted to other mobile applications as a replacement of Whatsapp. These users fear their important chats are no more secure, and can be shared with institutions like the government for significant purposes. Similarly, in the past there have been deals between Facebook and Google that have been proven to be dangerous for their users [5].

Conclusions. The literary analysis examined how popular dystopian novels reflect and critique the realities of modern society by portraying speculative futures. Through the analysis of *1984* by George Orwell and *The Hunger Games* by Suzanne Collins, the study demonstrates how dystopian fiction parallels real-world political and social conditions. Orwell's depiction of information control and constant surveillance remains relevant in today's media-driven society, while Collins's portrayal of resistance reflects public responses to government control and loss of privacy. Overall, the findings confirm that dystopian literature functions as a warning against unchecked power and injustice, encouraging readers to question existing systems and reinforcing its continued relevance in contemporary society.

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AGEISM AND PSYCHOLOGICAL HEALTH

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Problem Statement. Today, ageism is a serious problem in many countries. According to the Encyclopedia of Ageism, the number of older adults in the world is growing rapidly, which makes age-based discrimination an increasingly urgent social issue [3]. Ageism means treating people unfairly because of their age. It often affects older adults – people over the age of 60. They may be ignored, treated as less important, or seen as not useful to society. This attitude has a strong effect not only on their physical health, but also on their mental and psychological well-being.

Research confirms that older adults who experience ageism are significantly more likely to suffer from depression, anxiety, and reduced quality of life [1]. Many of them feel lonely, sad, or hopeless because of age-based discrimination. This topic is important to study because society must understand how ageism harms older people and what can be done to protect them.

Objectives. The main goal of this research is to understand how ageism affects the psychological health of older adults. The specific objectives are: to define what ageism is and how it appears in everyday life; to identify what psychological problems it can cause; to find out what factors can help older adults cope with its negative effects.

Methods. This research is based on a review and analysis of scientific sources. The first is a systematic review by Kang and Kim (2022) [1], who analyzed thirteen quantitative studies on the relationship between ageism and psychological well-being of older adults. The second is an article from the Center for Mental Health and Aging [2], which describes the main psychological effects of ageism based on current research. The third source is the Encyclopedia of Ageism edited by Palmore (2005) [3], which provides definitions and theoretical background on the topic. Comparing these sources allowed for a better understanding of how ageism affects mental health and what factors can protect older adults from its negative consequences.

Ageism is a widespread social phenomenon that negatively affects millions of older adults around the world. The term was first introduced by American gerontologist Robert Butler, who defined ageism as a combination of prejudicial attitudes toward older people, discriminatory practices against them, and institutional policies that perpetuate negative stereotypes about elderly people [3]. According to the Encyclopedia of Ageism, this phenomenon covers more than 125 different aspects of age discrimination and appears in virtually every area of social life [3]. Ageism can take many forms – in the workplace, in healthcare, in the media, and even in everyday conversations. For example, older adults are sometimes told they are “too old” to learn new things or to continue working. In medical settings, doctors may not take their complaints seriously. In the media, elderly people are often portrayed as weak or confused. Such experiences make them feel that they do not belong in society.

Over time, this feeling can seriously damage their psychological health. Research shows that even small everyday acts of ageism like speaking slowly to an older person or making jokes about their age – can harm how they see themselves [2]. When someone faces such treatment regularly, they may begin to accept the negative stereotypes and lose self-confidence. This process is called internalized ageism, and it is one of the most dangerous consequences of age discrimination, because the person begins to harm themselves mentally without even realizing it [3].

One of the most common psychological consequences of ageism is depression. Older adults who feel rejected or invisible in society are more likely to experience sadness, loss of interest in life, and low energy. Anxiety is another widespread issue. When elderly people constantly worry about being judged or ignored, they may avoid social situations and spend more time alone. This withdrawal makes their mental state significantly worse [1].

It is also important to understand that ageism does not only come from other people. Society as a whole sends messages that getting old is something negative. Advertisements promote youth and beauty. Many workplaces value only young employees. These cultural messages create an environment where older adults feel less valued. As a result, some begin to feel ashamed of their age, which leads to lower self-esteem and reduced quality of life [2].

However, not all elderly people are equally affected. Research found that people who have a positive attitude toward aging, who stay socially active, and who have close relationships with family and friends are better protected from the harmful effects of ageism. A strong sense of identity and self-worth also plays an important role. These findings suggest that psychological resilience can be built and strengthened, which gives hope for the creation of effective support programs [1].

Results. All thirteen studies reviewed by Kang and Kim (2022) confirmed a negative relationship between ageism and psychological well-being. Older adults who experience ageism more often develop depression, anxiety, and low self-esteem. Ageism also leads to social isolation and a feeling of hopelessness. However, older adults who had a positive attitude toward aging, strong social support, and high self-confidence were significantly less affected by these consequences.

Conclusions. Ageism is not just a social problem. It is also a serious threat to the psychological health of older adults. Depression, anxiety and loneliness are common aftermath of age-based discrimination. However, positive self-image, optimism and social connection can reduce these harmful effects. Society needs to change its attitude toward aging. Education, awareness campaigns, and support programs can help fight ageism and protect the mental health of older adults. Future research should focus on creating effective programs that help elderly people build strong psychological resilience against ageism.

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FAITH VERSUS REASON IN RELIGIOUS EXPERIENCE

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Problem Statement. The relationship between faith and reason is one of the central issues in the philosophy of religion. Throughout history, it has taken various forms—from the idea of complete harmony to views of their absolute opposition. However, in the 21st century, in an era dominated by science and profound existential questions, this topic acquires new urgency. Modern humanity faces a crisis of trust in both traditional religious institutions and the omnipotence of reason alone. Such challenges actualize the key question: are faith and reason mutually exclusive, or are they two different but necessary ways of knowing reality, especially within personal religious experience?

The objective of this paper is to analyze the "faith-reason" relationship in modern religious experience, drawing on classical philosophical concepts and contemporary Ukrainian research, to understand the current situation in a world where religion does not always play a leading role.

To achieve this goal, we will fulfill the following tasks:

1. Examine classical views on faith and reason and clarify the factors limiting the application of logic to religious experience;
2. Determine the specifics of religious experience in the modern, post-atheistic Ukrainian context.

Presentation of the material. The philosophical comprehension of religion often balances between the ideal of absolute truth (faith) and the reality of human cognition (reason). The classical Christian view attempts to harmonize them. As Saint John Paul II noted: "Faith and reason are like two wings on which the human spirit rises to the contemplation of truth" [1]. This approach sees them not as enemies, but as partners.

This idea has deep roots. Even Augustine of Hippo emphasized that faith does not abolish thinking. On the contrary, "for the Christian theologian, Augustine of Hippo, faith does not replace or substitute rational perception. Rather, it stimulates and advances understanding." That is, faith becomes an impetus for reason. Modern Ukrainian researchers also develop this thought, emphasizing the "restoration of a harmonious vision of the world in which faith and reason, science and ethics do not conflict, but mutually complement each other" [2, p. 90].

Faith, by its nature, is forced to maintain a balance with a critical assessment of reality. Modern researchers note that the conflict between them is often imaginary: "In fact, there is no fundamental contradiction between faith and knowledge, but

rather a cause-and-effect relationship" [3, p. 352]. The limits of reason manifest themselves where logic cannot provide answers to questions about the meaning of life.

Today, this balance is complicated by the dominance of secularism. Secularization is "the process by which religious thinking, practice, and religious institutions lose their social significance" [5, p. 63]. In such a world, religious experience is pushed to the margins, and reason is declared the sole source of truth.

This gives rise to the "faith of the indifferent," in which God is formally acknowledged, but religious experience does not change one's life. On the other hand, this can strengthen fundamentalism, where faith completely rejects reason.

The Ukrainian experience demonstrates that even in a post-atheistic society, religion retains an important role. In conditions of crises and war, people look for a support that rational analysis cannot always provide. "Public opinion sees the church as a social institution that... is capable of solving those countless problems that political regimes cannot handle" [6, p. 128].

Ultimately, faith and reason simply perform different tasks. "Reason is knowledge that comes from people. Faith is knowledge from God" [4, p. 48]. They do not contradict each other, but complement each other. Reason gives us knowledge about the world, but "Faith provides knowledge that goes beyond the capabilities of reason" [1].

Conclusion. Faith and reason are not so much adversaries as two states of human consciousness based on trust and evidence. Their boundaries are determined by the balance between the need for life's meaning and the demand for logical proof. Modern religious experience faces external threats from aggressive secularism. The experience of Ukraine demonstrates that religious experience is preserved where a person seeks answers to the fundamental questions of existence. Thus, modern religious experience exists as a process of constant dialogue between critical thinking and inner trust, and its strength lies not in the infallibility of rules, but in the capacity for self-criticism and development.

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BETWEEN WAR AND CULTURAL HABITS: THE CONSUMPTION OF RUSSIAN CONTENT AMONG UKRAINIAN YOUTH

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Problem Statement. The full-scale war in Ukraine has significantly transformed public attitudes toward Russian cultural products. While previously the consumption of Russian-language content was a common practice, it is now increasingly viewed through the lens of information security, cultural independence, and decolonization processes. However, despite the growing national awareness and widespread rejection of Russian political influence, a considerable proportion of Ukrainian youth continues to consume Russian media content. This creates a contradiction between the formation of national identity and established cultural habits, which requires scholarly analysis.

Objectives. The aim of this study is to analyze the reasons behind the continued consumption of Russian content among Ukrainian youth, to identify the key factors influencing media choices, as well as to assess the impact of the war on cultural preferences and outline possible ways to reduce dependence on the Russian information space.

Methods. The study employs the method of analysis of scientific and journalistic sources, including the research of Nina Zrazhevska (2024) on media consumption in Ukraine during the war, Roman Terenchuk's study on youth attitudes toward Ukrainian and Russian artists after February 24, 2022, as well as works by Andrii Holitsyn and Valeriia Frolova devoted to media consumption trends in wartime. In addition, descriptive and comparative methods are used to generalize the obtained data and identify the main tendencies.

Results. The findings indicate that a portion of Ukrainian youth continues to consume Russian-language content, including music, videos, and entertainment media. The main reasons for this include pre-war cultural habits, the accessibility of such content, and its active promotion through social media algorithms. Digital platforms such as TikTok, Instagram, and Facebook play a significant role in this

process, often recommending Russian-language content to users regardless of their preferences, thereby contributing to its continued dissemination. At the same time, there is a gradual decline in the consumption of Russian-language content. A significant number of Ukrainians are partially or completely abandoning it, shifting instead to Ukrainian-language or other foreign-language content [2]. This trend reflects a transformation in media consumption influenced by the war, the growth of national consciousness, and ethical considerations. An important factor is also the development of Ukrainian-language content, which is increasingly becoming a competitive and high-quality alternative.

Conclusions. The consumption of Russian content by Ukrainian youth is a complex and multifaceted phenomenon shaped by prior cultural experience, the availability of media products, and digital algorithms. Despite a significant decrease in its consumption following the outbreak of the full-scale war, this process remains gradual and uneven. Further reduction of dependence on the Russian information space is possible through the development of high-quality Ukrainian content, the enhancement of media literacy, and the formation of a conscious approach to media consumption. Prospects for further research include the study of long-term changes in youth cultural preferences and the role of education in shaping information resilience.

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TRANSLATION IN INTERNATIONAL DIPLOMACY AND BUSINESS

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Problem Statement. What does effective communication in international diplomacy and business really involve? At first, it may seem like a simple idea, since communication is a normal part of everyday life. However, in a globalized world where people from different cultures and language backgrounds cooperate, communication becomes more complex. It requires not only a clear language but also an understanding of cultural differences and context. Translation plays a key role in this process, as it helps people overcome language barriers and communicate more effectively.

Today, international cooperation is increasing in many areas including politics, economics and education. As a result, the need for an accurate and professional translation is also growing. Translation is not only about transferring information but also about building trust between partners. Without proper translation, even well-planned communication may fail.

Although translation may seem straightforward, it is impossible to achieve complete accuracy in every situation. Language is constantly developing, new expressions appear and meanings can change depending on the context. For this reason, translators need to continuously improve their skills and adapt to new communication challenges. They also need to be flexible and able to work in different professional environments.

Objectives. The main aim of this study is to examine the role of translation in international diplomacy and business communication. It also aims to show that effective translation depends not only on linguistic knowledge but also on cultural awareness and professional competence.

Another objective is to highlight the importance of translation as a strategic tool in international cooperation. Translation helps to avoid misunderstandings, supports successful negotiations and ensures that all participants clearly understand each other's intentions.

Methods. This study is based on the analysis of academic sources and practical examples from business and diplomatic contexts. Research shows that translation is not just a technical process of converting words, but also an important factor that influences communication and decision-making between international partners. According to Kanan, translation plays a strategic role in business management and helps companies operate successfully in global markets.

In business communication, clarity and precision are essential. Studies of Business English show that language in this field is used to achieve specific goals, such as negotiating agreements or developing partnerships. Clear communication helps avoid confusion and supports effective cooperation. In diplomacy, translation becomes even more important because it is used in official documents, speeches, and negotiations, where every detail matters. Even small mistakes can lead to misunderstandings or serious consequences.

According to the European Parliament, multilingual communication is a key element of international cooperation, and translation ensures equal access to information for all participants. This shows that translation is not only a linguistic activity but also a tool that supports transparency and fairness in communication.

Cultural differences also play a significant role in translation. Words and expressions may carry different meanings in different cultures, so translators must take this into account. As noted by Shahmerdanova, translation in diplomacy requires not only accuracy but also a deep understanding of cultural and political context. Therefore, translators act not only as language specialists but also as cultural mediators who help avoid confusion.

Another important aspect is the role of the English language in international communication. Xhemaili points out that English is widely used in diplomacy and international relations, which makes translation into and from English especially

important. However, even when English is used as a common language, translation is still necessary to ensure clarity and avoid misinterpretation.

Modern technologies have also influenced translation processes. Various tools and platforms can increase speed and efficiency, but they cannot fully replace human translators, especially in complex situations that require deep understanding and interpretation. Human translators are still needed to analyze context, emotions, and cultural nuances.

Conclusions. In conclusion, translation in international diplomacy and business is a complex and important process that requires a combination of linguistic skills, cultural knowledge, and practical experience. A translator should be able to convey not only the words but also the meaning and intention behind them.

Translation also plays a strategic role in building international relationships, supporting cooperation, and preventing misunderstandings. It helps create trust between partners and ensures effective communication in different professional fields.

Continuous learning and adaptation to modern technologies are also necessary for professional development. Translators must be ready to improve their skills and follow changes in language and communication. Therefore, translators will continue to play an essential role in international communication and global cooperation.

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DEPRESSION AND SOCIETY, HOW SOCIETY AFFECTS PEOPLE WITH DEPRESSIVE DISORDER

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Problem Statement. Depression is one of the most widespread mental health disorders in modern society and it significantly affects a person's emotional state, behavior, and quality of life. However, depression is not only a medical issue – it is also strongly influenced by social factors. Society can both worsen and improve the condition of people with depressive disorder. Factors such as stigma, social pressure, financial difficulties, and stressful life situations play an important role in the development and course of depression. For example, a student who constantly feels pressure to a'chieve perfect academic results may gradually develop emotional exhaustion and depressive symptoms. This shows that society creates conditions that can directly affect mental health.

Objectives .The main objective of this work is to analyze how society affects people with depressive disorder. The specific objectives are

– to identify the main social factors that influence depression
– to examine the role of stigma and social attitudes
– to analyze the impact of stressful social conditions such as war and economic instability
– to explore how social support can improve a person's mental state

Methods. This work is based on the analysis of scientific and psychological literature. The following methods were used

– theoretical analysis of research articles and publications
– comparison of different scientific approaches
– generalization of information about the social impact on depression

Results. The results show that society has a strong influence on people with depressive disorder. One of the most important factors is social stigma – people with depression are often misunderstood or judged. Because of this, they may hide their feelings and avoid seeking help. For example, a person may hear phrases like "just pull yourself together" or "it's not a real problem", which only makes their condition worse. Another important factor is socio-economic conditions – lack of money, unemployment, or uncertainty about the future can increase stress and lead to depression. For instance, a young person who cannot find a job may start feeling hopeless and lose motivation. A particularly strong impact is caused by war and social crises – in Ukraine, many people experience constant stress due to danger, loss, and instability. For example, people who were forced to leave their homes or lost loved ones often develop long-term depressive symptoms. At the same time, social

support can improve a person's condition – understanding from friends, family, or even one supportive relationship can reduce feelings of loneliness and help a person cope with depression.

Conclusions. Society plays a crucial role in the development and course of depression. Negative factors such as stigma, stress, and difficult life conditions can worsen mental health, while support and understanding can improve it. This means that treating depression requires not only medical help but also changes in social attitudes – society should become more open, supportive, and aware of mental health issues.

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ARTIFICIAL INTELLIGENCE IN TRANSLATION: OPPORTUNITIES AND CHALLENGES

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Problem Statement. The rapid development of artificial intelligence (AI) technologies has significantly transformed the field of translation, raising concerns about the future role of human translators. The increasing use of machine translation tools and AI-driven language models challenges traditional translation practices, particularly in terms of accuracy, efficiency, and professional relevance. This makes the issue highly relevant in the context of globalization and digital communication.

Objectives. The objectives of this research are to explore the current state of AI technologies in translation; to analyze the advantages and disadvantages of AI-driven translation tools; to assess the impact of AI on the professional activities of translators.

Methods. The study applies a combination of qualitative and comparative research methods. It includes the analysis of scientific literature on artificial

intelligence and translation studies, comparison of human translation and machine-generated outputs, and evaluation of widely used AI tools such as Google Translate, DeepL, and other neural machine translation systems. The research also considers real-world examples of AI implementation in professional translation workflows, including post-editing practices.

Results. The research demonstrates that in an everyday sense, AI makes it easy for people to access quick and relatively reliable translations. For globe-trotting tourists, this could involve turning to a service like Google Translate to provide instant translations for everyday exchanges.

For translation professionals, AI can help ease communication with non-native speakers. Even the most experienced translator won't have a pitch-perfect grasp of a second language they work in, so artificial intelligence translates when needed to help fill any gaps in vocabulary. However, AI is not replacing human translators but rather augmenting their abilities. Linguists now play a pivotal role in areas where AI falls short, such as capturing cultural nuances, understanding idiomatic expressions, and ensuring the emotional resonance of content. The evolving relationship between humans and AI emphasizes collaboration rather than competition, with linguists focusing on high-value tasks like creative transcreation, post-editing, and quality assurance.

Many scientists compared the advantages and disadvantages of AI-driven translation tools.

The first benefit is the speed of course. One of the main advantages of AI in language translation is that, unlike most machine-translation engines, it can generate human-like translations without any training, which is known as zero-shot learning. Another advantage of using AI in language translations is that it's often less expensive than using human linguists due to human input focusing more on reviewing and post-editing AI-generated translations than in translating them. For organizations that have a smaller budget and high localization demand, AI can be a cost-effective way to get content localized on time and without spiraling costs.

There are some disadvantages, i.e. lack of cultural nuances. Language and culture go hand in hand. Making your content resonate culturally is of paramount importance to a brand's image in its global markets. Whilst AI may do a good job of localizing content culturally for the world's main markets, it may not have the data patterns needed for smaller but by no means less important markets. For this reason, having a human linguist in these instances is necessary, since publishing culturally inappropriate content in one market can have a knock-on effect on the rest, especially in the day and age of social media in which news travels so fast with such long reach. Another example is supposed to be the limited in technical domains. AI translation systems often face challenges when it comes to specialized domains like law or medicine, leading to translations that may be less precise or applicable in these specific fields. In these fields, in which content accuracy is so important, any mistake can prove to be costly, which is why having a human expert translate and/or review the content can prove to be quicker in the long run than having to go through a time-consuming post-editing task. Furthermore, providing an erroneous translation for sensitive content could cause serious damage to a brand's revenue or reputation. The

last one is concerns with privacy and data security: AI translation may process sensitive data, raising questions about potential privacy and data security. Since learning models take information from the internet, personal or sensitive information may be used. The lack of regulation right now means data could be shared without knowledge or acceptance. The topic of data protection and AI is one that has not been quite ironed out in the industry and still raises many questions and debate, as it's one of the key issues that may have a big impact on the long-term viability of using AI to create and translate content in certain industries.

Conclusions. The translation industry is at a crossroads where technology and human expertise converge. As Eda Güldağı Karip, Talent Manager at Go Global, said: "As AI continues to automate many aspects of the translation process, it's essential for language professionals to strike a balance between the limitations of technology and human expertise. Positioning yourself as a consultant or subject-matter expert, while leveraging technology to enhance your capabilities, is key to thriving in this evolving industry."

Ultimately, the future of translation jobs lies in adaptability. Professionals who embrace AI as a partner rather than a competitor can redefine their roles, opening doors to innovation and career growth. The focus is no longer on translating text alone but on adding value through expertise, creativity, and a deep understanding of linguistic and cultural nuances.

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DIE BEDEUTUNG DER DEUTSCHEN SPRACHE IN DER GLOBALEN KOMMUNIKATION

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Problemstellung. In der modernen Welt spielt die internationale Kommunikation eine immer wichtigere Rolle. Fremdsprachen helfen Menschen aus

verschiedenen Ländern miteinander zu kommunizieren, zu studieren und zusammenzuarbeiten. Eine der bedeutendsten Sprachen Europas ist Deutsch. Diese Sprache wird nicht nur in Deutschland gesprochen, sondern auch in Österreich, der Schweiz und in anderen Regionen Europas. Deshalb ist das Erlernen der deutschen Sprache für Studierende und zukünftige Fachkräfte besonders relevant.

Zielsetzung. Das Ziel dieser Arbeit ist es, die Rolle der deutschen Sprache im modernen Leben zu analysieren und ihre Bedeutung für Bildung, Wirtschaft und internationale Zusammenarbeit zu zeigen.

Methoden. Für diese Untersuchung wurden allgemeine wissenschaftliche Methoden verwendet. Dazu gehören die Analyse wissenschaftlicher Literatur, der Vergleich verschiedener Informationen sowie die Verallgemeinerung der wichtigsten Ergebnisse.

Darstellung der Forschungsergebnisse. Deutsch gehört zu den meistgesprochenen Sprachen Europas und spielt eine wichtige Rolle in Wissenschaft, Wirtschaft und Kultur. Viele internationale Unternehmen arbeiten aktiv mit deutschsprachigen Ländern zusammen, was die Bedeutung der deutschen Sprache im Geschäftsleben erhöht. Für Studierende eröffnet das Wissen der deutschen Sprache neue Möglichkeiten für internationale Studienprogramme, Praktika und zukünftige berufliche Perspektiven. Außerdem ermöglicht Deutsch den Zugang zu wissenschaftlicher Literatur, technologischen Entwicklungen und kulturellen Traditionen der deutschsprachigen Länder.

Schlussfolgerungen. Zusammenfassend lässt sich feststellen, dass die deutsche Sprache eine wichtige Rolle in der internationalen Kommunikation spielt. Das Erlernen dieser Sprache fördert die persönliche Entwicklung, erweitert berufliche Chancen und erleichtert die Zusammenarbeit zwischen verschiedenen Ländern.

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LONELINESS IN A CROWD: SOCIAL CAUSES OF ISOLATION

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Problem Statement. Loneliness in a crowd is one of the most widespread socio-psychological phenomena of modernity. Scholars emphasize that loneliness does not equal physical isolation; it is primarily an inner state associated with feelings of

alienation and a lack of meaningful social connections. An analysis of contemporary research shows that the causes of this phenomenon are largely driven by social processes. Even though a person may be surrounded by many others, this does not guarantee emotional involvement or a sense of support.

Research Aim and Objectives. The aim of the study is to analyze the social causes of isolation and the phenomenon of loneliness in a crowd within the modern social context. The research objectives include:

– To define the essence of loneliness as an inner psychological state.
– To identify the key social factors, including digital transformation and social upheavals, that contribute to isolation.
– To examine the role of distrust and social comparison in deepening feelings of alienation.
– To outline the psychological consequences of social isolation and the importance of support programs.

Methods and Research Material Presentation. One of the key social factors is the transformation of interpersonal interaction in the digital era, where social networks create superficial contacts and an illusion of sociality. Significant contributors to increasing feelings of loneliness include social upheavals, such as forced migration and decreased stability caused by war. Distrust toward others, fear of judgment, and social withdrawal also play an important role among social causes. Furthermore, the media space is dominated by idealized images of life, which produce an inner conflict between expectations and real relationships.

Research Results. Empirical findings show that nearly half of respondents consider distrust a key factor in their own loneliness. The loss of support and changes in environment are reported as powerful triggers of isolation. Research indicates that 55.6% of respondents do not share their experiences of loneliness at all, making the problem invisible even to their closest circle. The psychological consequences manifest in depression, anxiety, lowered self-esteem, and difficulties in forming social contacts, creating a "vicious circle" where loneliness intensifies emotional instability.

Conclusions and Perspectives for Further Research. Loneliness in a crowd is the result of a complex interaction of social, cultural, and psychological factors. It develops gradually due to the erosion of trust, changes in communication patterns, loss of emotional support, and the dominance of external social pressure. Understanding these social causes is essential for developing support programs aimed at restoring interpersonal connections and strengthening psychological well-being. Further research should focus on practical interventions to bridge the emotional distance created by technological communication and provide stable social ties in times of upheaval.

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ARTIFICIAL INTELLIGENCE AND THE POSSIBILITY OF MACHINE CONSCIOUSNESS

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Problem Statement. The development of artificial intelligence (AI) has become one of the most significant achievements of the 21st century, profoundly influencing all spheres of life—from science and medicine to politics and culture. However, with the growing cognitive capabilities of modern algorithms, an important question arises: will machines ever be able to reach a level of consciousness inherent to humans? The concept of “machine consciousness” encompasses philosophical, technical, and ethical dimensions: what it means to be conscious, whether subjectivity is possible in artificial systems, and how society should respond to the emergence of potentially self-aware machines.

Objectives. The aim of this study is to explore philosophical and scientific approaches to the problem of machine consciousness, to define the criteria of consciousness in the context of modern artificial intelligence technologies, and to outline the prospects for its achievement.

To achieve this aim, the following tasks are set:

1. To analyze the main concepts of consciousness in philosophy and cognitive science.
2. To examine modern directions in the development of artificial intelligence related to the modeling of cognitive processes.
3. To determine the criteria by which the possibility of the emergence of machine consciousness can be assessed.

4. To outline the ethical and social implications of the potential existence of conscious machines.

The problem of consciousness is one of the most complex in philosophy and cognitive science. It is traditionally associated with subjective experience, self-reflection, and the ability to feel and understand one's own states. In classical philosophy, consciousness was considered a unique characteristic of humans that distinguishes them from animals and machines. However, recent advances in artificial intelligence—particularly the development of neural networks capable of self-learning—call this anthropocentric position into question (Goertzel, 2021; Dehaene, 2023).

Modern AI systems such as GPT, Gemini, AlphaGo, and Midjourney demonstrate a high level of adaptability, creativity, and natural language processing. They are capable of performing tasks that until recently were considered exclusively human: generating works of art, writing program code, and analyzing ethical dilemmas. However, are these actions manifestations of consciousness, or merely the result of complex statistical modeling?

According to the Integrated Information Theory (IIT) proposed by G. Tononi, consciousness arises as a result of complex integration of information within a system. If this theory is applied to artificial neural networks, it can be assumed that at a certain level of complexity and interconnectivity, AI may develop a "phenomenal experience"—although it may differ from that of humans (Tononi & Koch, 2022).

At the same time, the Global Workspace Theory proposed by S. Dehaene explains consciousness as a mechanism of generalized access to information in the brain, which ensures the cognitive unity of experience. Similar architectures are beginning to be applied in modern AI systems, particularly in models of the AGI (Artificial General Intelligence) type, where linguistic, visual, and motor data are integrated into a unified informational space (Dehaene, 2023).

However, most researchers believe that the presence of complex behavior does not imply the presence of consciousness. As noted by Susan Schneider (2021), even the most advanced AI can imitate cognitive processes without possessing inner experience—that is, "phenomenal consciousness." Such systems remain "philosophical zombies"—they function, but do not feel.

Another issue lies in defining the criteria for machine consciousness. One of the most well-known approaches is the Turing Test, which evaluates a machine's ability to imitate human behavior so convincingly that a person cannot distinguish it from a real interlocutor. However, this test measures only behavioral similarity, not the presence of an internal experience (Floridi, 2022).

Contemporary philosophical debates point to the need to distinguish between "consciousness as a function" (functional consciousness) and "consciousness as experience" (phenomenal consciousness). The former can be achieved within cognitive systems, while the latter remains, for now, a purely human phenomenon.

From an ethical perspective, the possibility of machine consciousness raises new questions: if AI is capable of experiencing pain or emotions, does it have a right to protection? How will society determine the moral responsibility of such systems? Even today, international organizations (UNESCO, 2021; EU AI Act, 2023) are

considering the need to establish ethical standards for systems capable of autonomous decision-making.

The idea of "digital personhood" is gradually acquiring philosophical significance. Some authors, such as Ben Hertzel (2021), argue that with increasing cognitive complexity and self-learning, artificial intelligence may develop basic elements of self-awareness—the ability to distinguish itself from the surrounding environment. However, others, like Chalmers (2022), emphasize that even if machines "talk about their emotions," this does not prove their authenticity—only imitation.

Thus, the question of machine consciousness remains open. Contemporary AI demonstrates increasingly complex cognitive functions; however, the lack of empirical criteria and philosophical consensus on the concept of "consciousness" makes a definitive answer impossible.

Conclusions

Artificial intelligence has already transformed our understanding of cognition, creativity, and consciousness. Current research in machine learning demonstrates that systems can model certain aspects of the human mind, yet they have not achieved true self-awareness. At the same time, the development of neuroinformatics, cognitive modeling, and the philosophy of consciousness opens the way to a deeper understanding of the mechanisms of thinking—both human and potentially machine. The problem of machine consciousness encompasses technological, ethical, and ontological dimensions. Addressing it will require an interdisciplinary approach, in which philosophy and technology converge once again to answer the central question of the twenty-first century: can a machine "be aware" of itself in the same way a human is?

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PSYCHOLOGY OF NEWS PERCEPTION IN WARTIME: INFLUENCE ON THE EMOTIONAL STATE OF YOUTH

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Problem Statement. During a full-scale war, the information space plays a significant and important role. For Ukrainians, news has become an integral part of everyday life, especially for young people who actively use social networks. However, the constant flow of information, a significant part of which is a negative, creates an additional, psychological and emotional burden. The problem is that regular consumption of news in large volumes can lead to increased levels of anxiety, stress, emotional exhaustion and burnout.

Objectives. The purpose of this study is to determine the characteristics of news perception during wartime and analyze their impact on the emotional and psychological state of young people.

Methods. The methods I use to conduct this research include analysis, observation, information study, and fact-finding. The behavior of young people was observed, their reactions to various news items were analyzed, whether they experienced stress and anxiety, and how their mental state changed in connection with various events.

Results. Due to the war, the demand for awareness and being informed has increased significantly. This causes young people to scroll through feeds, read news, and use several information sources at the same time every day. The most popular way to obtain information is still social networks and messengers, which provide speed and accessibility of news. However, at the same time, such a sharp consumption of information also has negative consequences. The mental health of youth affected by war is one of the most pressing issues in modern psychology [1]. For example, constant exposure to information related to military events contributes to a constant feeling of danger, threat, and insecurity, even in a relatively safe place. According to various studies, a significant proportion of young people report a deterioration in their emotional state, including increased levels of anxiety, symptoms of depression and psychological exhaustion [2]. The nature of news content is also an important aspect. The predominance of messages about threats, destruction and human losses creates a negative emotional background.This can cause fear, anxiety, powerlessness and a sense of uncertainty about the future. 78% of young people assess their personal future as encouraging [3]. Additionally, it is worth paying attention to the role of emotional involvement in news content. Young people often

do not just consume information, but also actively react to it: discuss, share, comment. This intensifies the emotional experience of events, as a person returns to the same news again and again. This effect can also deepen the state of anxiety and complicate psychological recovery. It is especially important to consider not only the intensity of war stressors, but also the individual characteristics of each young person, including the level of social support, access to psychological help, and the ability to use effective cognitive coping strategies [1].

Another important factor is the influence of the format of information presentation. Short videos, for example, TikTok. Most TikTok users who search for news there are not faced with quality journalism, but with excerpts, manipulations or entertainment content that only imitates news information [4]. Also, emotional headlines and visual content often have a stronger psychological impact than textual information. They attract attention faster, but at the same time can cause more intense emotional reactions.

The problem of information addiction requires special attention. Frequent news updates and the desire not to miss important information form the habit of constant monitoring of the information space. This complicates the possibility of psychological rest and recovery, since a person does not have enough time to move away from negative content. Despite the stable level of mental health problems, young people have become more open to receiving psychological help [4].

An equally important factor is the spread of false information. In the modern information environment, a significant part of the news may contain manipulative elements or be fake. This increases anxiety, contributes to the emergence of panic thoughts, negative mood and complicates the adequate perception of reality. Young people, who are active consumers of content, have become vulnerable to disinformation, manipulation, as well as to "emotional swings" - from the euphoria of victories to deep despair due to losses [4].

Conclusions. In conclusion, news during wartime has a significant impact on the emotional state of young people. Excessive consumption of information can lead to anxiety, stress, and emotional exhaustion, but a moderate and critical approach to news content contributes to maintaining psychological health.

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THE INFLUENCE OF APPEARANCE, EMOTIONS, AND FACIAL EXPRESSIONS ON THE SOCIAL PERCEPTION OF AN INDIVIDUAL

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Problem Statement. The perceptual side of communication includes the process of understanding another person through their appearance, behavior, and non-verbal cues. These elements form social perception, which influences first impressions and further interaction.

Objectives. The aim of this research is to analyze the role of appearance, emotions, and facial expressions in shaping social perception and interpersonal communication.

Methods and Results. The study of social perception is based on a combination of theoretical analysis and observation of human behavior in everyday communication. Special attention is paid to non-verbal communication, as it provides essential information about a person's emotional state and intentions. Methods of comparison, generalization, and interpretation of psychological theories were applied to better understand how individuals perceive and evaluate others.

One of the key components of social perception is facial expression. Human faces are capable of expressing a wide range of emotions, such as happiness, anger, fear, surprise, and sadness. These emotional signals are often interpreted instantly and unconsciously, allowing individuals to quickly assess the emotional state of others. Research shows that people tend to trust individuals who display positive facial expressions, particularly genuine smiles, as they are associated with openness and friendliness. In contrast, negative expressions, such as frowning or avoidance of eye contact, may create a sense of discomfort or distrust.

Another important phenomenon is emotional mirroring, which occurs when individuals unconsciously imitate the emotions and facial expressions of others during interaction. This process plays a significant role in establishing emotional connection and mutual understanding. For instance, when a person shares positive emotions, such as joy or excitement, others are likely to respond in a similar manner, which strengthens interpersonal bonds. Conversely, observing negative emotions may lead to empathy and supportive behavior. Emotional mirroring contributes to the development of trust and facilitates effective communication.

Attraction is also a crucial factor in social perception. It refers to the initial emotional response toward another person, which influences further interaction. Attraction can be shaped by various factors, including physical appearance, similarity in interests, communication style, and situational context. For example, individuals are more likely to feel positive toward those who share similar values or experiences.

Additionally, repeated interaction often enhances attraction, as familiarity increases comfort and trust betweenindividuals.

Cognitive biases significantly affect how people perceive others. One of the most common is the halo effect, where a single positive characteristic, such as attractiveness or confidence, influences the overall evaluation of a person. As a result, individuals may attribute additional positive qualities, such as intelligence or kindness, without sufficient evidence. On the other hand, the horn effect leads to negative generalizations based on a single unfavorable trait or behavior. These cognitive distortions demonstrate that social perception is not always objective and is often influenced by subjective judgments.

Non-verbal behavior plays a fundamental role in communication and perception. It includes gestures, posture, eye contact, tone of voice, and physical distance. These elements often complement or even replace verbal communication. In many cases, non-verbal cues are considered more reliable than spoken words, as they are less likely to be consciously controlled. For example, a person may verbally express agreement while their body language indicates discomfort or disagreement. Such inconsistencies can influence how messages are interpreted and may affect the outcome of communication.

Empathy enhances the ability to accurately interpret non-verbal signals and emotional states of others. It allows individuals to respond appropriately in social situations, reducing misunderstandings and conflicts. Empathetic individuals are more attentive to subtle behavioral cues, such as changes in tone, facial expressions, or body posture. This sensitivity contributes to more effective and harmonious interpersonal relationships.

Conclusions. Social perception is a complex process influenced by appearance, emotions, and non-verbal cues. Developing empathy and interpretative skills improves communication and interpersonal relationships.

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DIGITAL PRIVACY AND FREEDOM IN THE INFORMATION AGE

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Problem Statement. In the 21st century, digital privacy has emerged as a central social and legal issue that significantly shapes the level of individual freedom in a globalized information society. The rapid advancement of computing technologies, the expansion of artificial intelligence, and the widespread use of mobile devices and sensor networks have fundamentally transformed the way people live, communicate, and interact. Today, almost every human activity — from using navigation systems to communicating on social media — generates data that is continuously collected, analyzed, and stored. While these technological developments provide undeniable benefits, such as improving public services, healthcare systems, education, and security, they also create serious risks for personal privacy and autonomy. Individuals are increasingly exposed to constant monitoring, often without fully realizing the extent of data collection. As a result, digital privacy is no longer only a technical concern but has become a critical issue affecting democratic values, human rights, and personal freedom.

Objectives. The main objective of this study is to examine the key challenges associated with digital privacy in the modern digital environment. In particular, the research aims to analyze the imbalance between data collectors and users, the lack of transparency in data processing, the risks related to state surveillance, and the growing influence of artificial intelligence on decision-making processes. Another important objective is to evaluate the effectiveness of existing legal frameworks, including international standards and regulations such as the General Data Protection Regulation (GDPR). Additionally, the study seeks to identify possible solutions and strategies that can improve the protection of personal data, ensuring a balance between technological innovation and the protection of fundamental human rights.

Methods. The research is based on a qualitative analysis of academic literature, international reports, and legal documents related to digital privacy. Sources include publications from international organizations, analytical reports, and regulatory guidelines that address issues of data protection and surveillance.

The study applies a comparative approach to examine different aspects of digital privacy, including legal regulation, technological practices, and social implications. Analytical methods were used to identify key trends, risks, and challenges in the field of data protection, as well as to assess the effectiveness of current regulatory mechanisms.

Results. The findings of the study reveal several critical problems related to digital privacy. First, there is a clear imbalance between the massive scale of data

collection by governments, technology companies, and online platforms and the limited ability of individuals to control their personal information. Users often lack awareness of how their data is used and feel a loss of control over their digital identity. This contributes to a decrease in trust toward both public institutions and private companies.

Second, the lack of transparency in data processing remains a major issue. Although users formally agree to privacy policies, these documents are often complex and difficult to understand. As a result, individuals are not fully informed about how their data is collected, shared, and monetized. The rise of data-driven business models has turned personal information into a valuable economic resource, increasing the power of large digital platforms.

Third, state surveillance presents serious risks to human rights. Governments increasingly use technologies such as video surveillance, biometric identification, and big data analytics for security and law enforcement purposes. However, when these tools are implemented without sufficient democratic oversight, they can lead to abuse of power and the targeting of vulnerable groups, including journalists and activists. Another important finding concerns the growing role of artificial intelligence. AI systems are widely used in decision-making processes that affect access to employment, credit, healthcare, and information. However, these systems are often opaque and may contain biases, which can result in discrimination and reinforce existing social inequalities. The study also shows that current legal frameworks, including GDPR, provide important mechanisms for data protection but are not fully effective. Legislation often remains fragmented and struggles to keep pace with rapid technological developments, particularly in emerging areas such as biometric data and neurodata.

Finally, the COVID-19 pandemic significantly intensified digital privacy challenges. Governments introduced various tracking applications and monitoring systems to control the spread of the virus. While these measures were often justified, they raised concerns about proportionality, transparency, and the risk of long-term surveillance beyond emergency situations.

Conclusions. Digital privacy has become a fundamental component of human freedom and democratic stability in the modern world. The rapid development of digital technologies requires a comprehensive and balanced approach to data protection.

Addressing these challenges requires several key steps. First, legal frameworks must be updated to reflect current technological realities and provide clear and effective rules for data processing. Second, technological solutions should incorporate principles such as “privacy by design” and “security by design,” ensuring that privacy protection is integrated into digital systems from the very beginning. Third, strong institutional oversight is essential to monitor compliance, ensure accountability, and protect individuals from violations of their rights.

Ultimately, achieving a balance between technological innovation and the protection of human rights is crucial for the sustainable development of the digital society. Only through coordinated efforts at the legal, technological, and institutional levels can digital privacy be effectively safeguarded.

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INDIVIDUAL PSYCHOLOGICAL CHARACTERISTICS OF EXPERIENCING EXISTENTIAL FEARS OF DEATH AND LONELINESS

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Problem Statement. The fear of death is viewed as a fundamental existential fear that is key to other derivative existential fears. In contemporary reality, the study of the phenomenon of fear of death in wartime and its dependence on other existential fears is particularly relevant. Accumulated fear of death can function as a persistent image or a form of organization of a person's sociocultural life, extending to all levels of sociality, from the individual to society as a whole. During events such as the 2020 pandemic, these fears were amplified, creating constant psychological tension that can lead to personality degradation when fear becomes the dominant emotion. The psychological characteristics of experiencing fear of death take on particular relevance in the context of military operations, as this phenomenon is a key focus for developing effective mental health support programs.

Research Aim and Objectives. The aim of the study is to investigate the individual psychological characteristics of experiencing existential fears of death and loneliness and their manifestation in various social and cultural contexts. The research objectives include:

– To analyze the emotional reactions and factor structure associated with the experience of death and loneliness.

– To compare the characteristics of existential fears between patients of psychiatric hospitals and mentally healthy individuals.
– To examine the relationship between the fear of death and other fears, such as war, poverty, and madness, particularly in wartime.
– To outline effective psychotherapeutic approaches and adaptation programs for coping with existential fears in extreme conditions.

Methods and Research Material Presentation. The study utilizes results from the semantic differential test to characterize the emotional reactions to existential fears. For effective psychological work, especially in military conditions, the research recommends individualized psychotherapeutic approaches combining cognitive-behavioral therapy (CBT) and existential psychotherapy, while considering personal, social, and cultural contexts. Additionally, the development of programs based on CBT and art therapy is proposed to focus on adaptation in extreme conditions, aiming to reduce anxiety and build emotional resilience. The research also draws on comparisons between clinical and healthy populations to understand how psychiatric illness and life realities (such as treatment costs) influence the content of existential fears.

Research Results. The experience of existential fears of death and loneliness is characterized by a pronounced negative emotional reaction, with both fears showing nearly identical factor structures dominated by "Anxiety". Empirical data shows that psychiatric patients have different predominant fears, such as starvation and emotional humiliation, compared to mentally healthy people. In wartime, a direct dependence was found between the level of fear of death and fears of war and madness. Furthermore, fear of illness, as seen during the COVID-19 pandemic, is often established as an indirect manifestation of the fear of death. It is concluded that the fear of death is not necessarily innate but develops as a reaction to personal life experiences and external cultural and social influences.

Conclusions and Perspectives for Further Research. Existential fears of death and loneliness are complex emotional constructs shaped by individual experiences and sociocultural conditions. The dominance of subjective emotional experiences of depression and tension highlights the need for specialized psychological interventions, particularly in the context of global crises like pandemics or wars. Future research should focus on the long-term effectiveness of integrated CBT and art therapy programs in building adaptive strategies for both military and civilian populations. Understanding that these fears result from external influences provides a basis for developing sociocultural strategies to mitigate their destructive impact on personality.

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ISOMORPHIC AND ALLOMORPHIC FEATURES OF PRONOUNS IN ENGLISH AND UKRAINIAN

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Problem Statement. The pronoun as a part of speech is one of the most universal grammatical classes in the world’s languages; however, its specific forms, categories, and functions vary considerably from language to language. A comparative-typological analysis of pronouns in English and Ukrainian reveals both common (isomorphic) and distinctive (allomorphic) features of these units in two structurally different languages – an analytic Germanic language and a synthetic Slavic one [2]. The study of isomorphism and allomorphism in pronoun systems makes it possible to gain a deeper understanding of general linguistic regularities as well as the language-specific characteristics of each of the languages under investigation.

Objectives. The aim of the study is to conduct a comprehensive comparative-typological analysis of the isomorphic and allomorphic features of pronouns in English and Ukrainian at the levels of semantics, morphology, and syntax. The objectives involve identifying the common and distinctive characteristics of the pronoun systems, as well as clarifying their significance for translation theory and the teaching of contrastive grammar.

Methods. The study employs the descriptive method to characterize pronoun systems, comparative-typological and contrastive methods to identify similarities and differences, the structural method to analyze grammatical paradigms, and componential analysis to determine the semantic features of pronouns. In the Ukrainian linguistic tradition, the pronoun is defined as a class of words “that indicate objects, qualities, and quantity without naming them directly” [3]. Ukrainian grammar traditionally distinguishes nine or ten categories of pronouns: *personal, reflexive, possessive, demonstrative, defining, interrogative, relative, indefinite, negative,* and, in some classifications, *the reciprocal pronoun one another* [4]. In English grammar, the system of pronouns is somewhat different. Most grammarians identify the following categories: *personal, reflexive, possessive, demonstrative, interrogative, relative, indefinite, and reciprocal pronouns* [2].

An important theoretical foundation for the comparative analysis of pronoun systems is the typological characteristics of both languages. English belongs to the analytic type, meaning that grammatical meanings are primarily expressed through analytic means – word order, prepositions, and auxiliary verbs. The Ukrainian language, by contrast, is synthetic: grammatical meanings are rendered through inflections, suffixes, and other morphological means. This typological difference directly affects the structure of pronoun paradigms in both languages.

At the level of general description and classification of pronouns, an interesting picture emerges: the typological similarity of two Indo-European languages ensures pronoun isomorphism at the level of semantic categories, while the typological difference (analytic vs. synthetic) generates significant allomorphism at the level of morphological forms and grammatical categories.

Within the framework of comparative-typological research on English and Ukrainian pronouns, isomorphism comprises such aspects as: the shared semantic organization of pronoun categories, universal deictic categories (person, number, gender in the third person), similar syntactic functions of pronouns, and common patterns of pronominal reference.

Allomorphism in the pronoun systems of English and Ukrainian is no less significant than their isomorphism, being primarily determined by typological differences between the analytic and synthetic structures of these languages. Allomorphic features cover the morphological, syntactic, and pragmatic levels [1].

Results. It has been established that the typological relation of English and Ukrainian as Indo-European languages is manifested primarily in the shared semantic organization of pronoun categories, the presence of analogous deictic categories of person and number, similar mechanisms of pronominal anaphora, and the functional polyfunctionality of pronouns within the sentence. These isomorphic features are profound, reflecting the common cognitive basis of the two languages as means of representing reality and organizing communication.

It has also been revealed that the allomorphic features of pronouns in English and Ukrainian are numerous and diverse. They comprise the morphological level (case paradigms, agreement), the syntactic level (obligatoriness/non-obligatoriness of the subject pronoun, word order), and the pragmatic level (expression of politeness, gender). All these allomorphic features are primarily determined by the differing typological characteristics of the two languages.

Conclusions. The pronoun systems of Ukrainian and English combine both isomorphic and allomorphic features. The isomorphic characteristics are explained by their shared Indo-European foundation, whereas the allomorphic differences are determined by the distinct typological nature of the two languages. The study of isomorphism and allomorphism in pronoun systems provides deeper insight into general linguistic regularities and the language-specific characteristics of each of the languages under investigation.

The research conducted also has an important applied dimension for translation theory and practice. Most translation transformations in rendering pronominal constructions between English and Ukrainian are directly conditioned by the

identified allomorphic features: a single English pronoun may correspond to several different case forms in Ukrainian.

The results obtained can be applied in teaching courses on contrastive grammar of English and Ukrainian, in translation theory and practice, and in the preparation of textbooks and methodological materials for students of philological specializations.

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WYZWANIA I PROBLEMY TŁUMACZENIA MIĘDZYJĘZYKOWEGO

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Opis problemu badawczego. W świecie, w którym komunikacja międzynarodowa odgrywa coraz ważniejszą rolę, umiejętność efektywnego przekazywania treści między językami stała się niezbędna zarówno w biznesie, jak i w życiu codziennym. Tłumaczenie nie ogranicza się do prostego przeliczania słów z jednego języka na drugi, ale wymaga uwzględnienia kontekstu kulturowego i niuansów językowych, które bezpośrednio wpływają na przekaz i odbiór informacji.

Problemy niejednoznaczności wynikają ze strukturalnych i leksykalnych różnic między językami oraz z istnienia jednostek wielowymiarowych, takich jak idiomy czy kolokacje [1]. Trudności gramatyczne pojawiają się w związku z konstrukcjami, które nie zawsze można łatwo przenieść na inny język, nie tracąc przy tym pełnego charakteru oryginalnego tekstu. Dodatkowo, wyzwania językowe obejmują idiomy,

neologizmy, slang, przestrzeganie zasad interpunkcyjnych oraz poprawne nazewnictwo osób, instytucji i miejsc. Niektóre słowa są praktycznie nieprzekładalne, a ich tłumaczenie wymaga stworzenia zupełnie nowego odpowiednika. Innym problemem jest oddanie tego samego znaczenia w innym języku, zwłaszcza w przypadku prozy, poezji czy piosenek. W takich sytuacjach często staje się wręcz niemożliwe zachowanie pełnego sensu pierwotnego tekstu.

Cele badawcze. Praca ma na celu określenie takich problemów:

1) zbadanie źródeł niejednoznaczności w tłumaczeniu;
2) analizę wyzwań związanych ze strukturami złożonymi;
3) ocenę trudności wynikających z kontekstu kulturowego i językowego;
4) identyfikację metod i strategii translatorskich, które pozwalają zachować zarówno sens, jak i ekspresję oryginalnego tekstu.

Metody badawcze i podstawowy wykład. Problemy tłumaczeniowe są jednym z kluczowych zagadnień w teorii przekładu, choć samo pojęcie nie jest jednoznacznie zdefiniowane. Jak zauważa prof. Maria Piotrowska, „cała nauka o przekładzie skupia się na tym, co problematyczne” [2]. Brak ścisłej definicji nie przeszkadza jednak w badaniach naukowych – wielu lingwistów analizuje rodzaje trudności, z jakimi spotykają się tłumacze, przy czym najczęściej wymienia się dwie główne kategorie problemów: różnice językowe oraz różnice kulturowe.

Pierwszą i najbardziej oczywistą kategorią są różnice językowe, obejmujące zarówno słownictwo, jak i gramatykę. Problemy pojawiają się, gdy tłumacz napotyka słowa bez bezpośredniego odpowiednika w języku docelowym lub gdy struktura zdania w języku źródłowym, np. dzięki fleksji w języku polskim, nie może zostać łatwo przeniesiona na język angielski, nie tracąc przy tym znaczenia i stylu.

Drugą istotną kategorią są różnice kulturowe [3, s. 52]. Elementy obcej kultury mogą być dla tłumacza trudne do przetłumaczenia w sposób wierny, a jednocześnie zrozumiały dla czytelnika. Przykłady mogą obejmować zwyczaje, idiomy czy realia społeczne, które nie mają odpowiednika w języku docelowym. Tłumacz musi wtedy znaleźć sposób, aby oddać znaczenie, nie tracąc przy tym formy czy kontekstu, co często wymaga kreatywnego podejścia i znajomości obu kultur.

W kontekście praktycznym szczególną uwagę poświęca się różnicom między językiem polskim a angielskim [4]. Polski należy do języków słowiańskich, angielski zaś do germańskich, co powoduje znaczące różnice zarówno w słownictwie, jak i w strukturach gramatycznych. Tłumaczenie między tymi językami wymaga szczególnej uwagi na konstrukcje zdaniowe, fleksję, składnię oraz idiomatyczne wyrażenia.

Wyniki badań. Analiza problemów pojawiających się podczas tłumaczenia wykazała, że skuteczny tłumacz musi być osobą nie tylko biegłą językowo, lecz także w pełni świadomą różnic kulturowych między językami źródłowym i docelowym. Badania pokazują, że tłumacze, którzy wykazują się czujnością, dociekliwością i sumiennością, radzą sobie lepiej w sytuacjach wymagających interpretacji znaczenia zamiast dosłownego przekładu.

Wnioski. Profesjonalny tłumacz powinien łączyć biegłość językową z głęboką znajomością kultury, świadomością problemów tłumaczeniowych oraz umiejętnością elastycznego stosowania strategii przekładu. Tylko w ten sposób możliwe jest

zachowanie sensu, ekspresywności i funkcji komunikacyjnej tekstu w języku docelowym.

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A PRAGMATIC AND DISCOURSE ANALYSIS OF EFFECTIVE COMMUNICATION STRATEGIES

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Problem Statement. In the era of globalization and rapid growth in intercultural communication, the study of language as a dynamic tool for interaction has become essential. This highly relevant field explores how individuals convey and interpret information across diverse contexts. Communicative linguistics focuses on the practical application of language in real-life situations, shifting the emphasis from purely grammatical structures to the speaker's intention, the role of context, and the complex interaction between participants.

Objectives. This research aims to demonstrate how the core principles of communicative linguistics can improve interpersonal and professional communication, mitigate conflicts, and enhance mutual understanding. Furthermore, the study examines how recognizing cultural norms and social conventions influences interaction. It also explores how understanding pragmatic strategies, discourse patterns, and the implementation of role-play tasks can assist speakers in expressing intentions more clearly and developing effective communication skills for varied social settings.

Methods. The research employs a combination of theoretical and empirical approaches. Pragmatic analysis is used to examine how meaning is constructed within specific contexts and how speakers signal their intentions. Discourse analysis is applied to study the structure of real-world communication. Additionally, the framework of communicative competence serves as a basis for evaluating practical tasks, such as role-plays, situational scenarios, and contextual interpretation exercises.

Results. The research indicates that effective interaction depends not only on linguistic proficiency but also on broader communicative competence, which includes sociolinguistic, pragmatic, and strategic skills. Findings (pragmatics) prove that participants interpret utterances based on the speaker's perceived intention and the surrounding context. For instance, in a diagnostic task, the statement "It is cold in here" was predominantly interpreted as an indirect request (e.g., to close a window) rather than a literal observation. Studies of classroom interaction (discourse analysis) reveal structured patterns, specifically the "Initiation – Response – Feedback" (IRF) model. This structured approach facilitates smoother communication and more effective learning outcomes. The use of role-plays and situational tasks (communicative tasks**)** demonstrates that participants who adapt their speech to the social context achieve greater success in interaction with different people. By creating characters and simulating intercultural dialogues, participants practiced real-world communication, improving both fluency and self-confidence. Observations (non-verbal cues) confirm that the meaning of an utterance can shift significantly based on tone and facial expressions, proving that meaning is formed both verbally and through paralinguistic signals. Ultimately, communicative linguistics demonstrates that meaning is often constructed dynamically during interaction rather than being statically fixed in words.

Conclusions. Communicative linguistics offers powerful tools for analyzing human interaction. Mastering its concepts and methods is critical for professionals working with people, texts, or diverse cultures. This field not only enhances individual communication skills but also provides a deeper understanding of the social dynamics governing the modern world.

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ROUSSEAU AND VOLTAIRE: THE POLEMIC ON HUMAN NATURE AND CIVILIZATION

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Problem Statement. In the mid-18th century, a period later defined as the height of the Enlightenment, Western Europe witnessed intense debates among philosophers regarding the problems of human existence, the nature of society, history, and the prospects of human development [6, p. 80].

However, the views of this period were neither uniform nor identical; they often occupied antagonistic positions. These discussions, initiated by prominent figures and thinkers such as Voltaire, Jean-Jacques Rousseau, the Marquis de Condorcet, Denis Diderot, Baron d'Holbach, Claude Adrien Helvétius, and others, continue to this day [6, pp. 80-81].

This paper examines the polemic observed in the works of Jean-Jacques Rousseau and Voltaire (François-Marie Arouet), who represent divergent stances on human nature and the development of civilization.

The aim of this work is to analyze the core tenets of the polemic concerning human nature and civilization in the works of these 18th-century Enlightenment philosophers.

To achieve this aim, the following objectives have been set:

1. To examine the perspectives on human nature held by Rousseau and Voltaire.
2. To investigate how both philosophers postulated the impact of society on the individual and envisioned the future development of civilization.
3. To draw conclusions regarding the similarities and differences in their positions on the theme of human nature and civilization.

Methods. This study employs a comparative-historical approach to evaluate the divergent philosophical frameworks of Rousseau and Voltaire. Through the use of hermeneutic analysis of primary sources and systemic reconstruction of their socio-political doctrines, the research identifies the key tensions between "sentiment" and "reason" as drivers of human progress. A contextual analysis of the 18th-century Enlightenment further allows for an assessment of how these antagonistic positions

influenced the development of modern concepts regarding civil rights, private property, and the state.

Results. Rousseau perceives the human being as a natural entity whose capacities and faculties are predetermined by nature. He prioritizes sentiment (feeling) over reason, emphasizing that ratiocination does not exalt the soul but merely fatigues it [3]. According to Rousseau, moral dignity stems from the heart rather than the intellect. In the state of nature, all individuals are free and equal. As human skills and knowledge improved, social bonds emerged, leading to the birth of social formations such as the family and the nation. Rousseau posits that while the particular will tends toward preferences, the general will tends toward equality. Private property is not inherent to the state of nature [4].

In his Discourse on the Origin of Inequality, Rousseau emphasized that the lack of social interaction results in an absence of morality per se; therefore, in the state of nature, neither vice nor virtue exists. Rousseau contrasted "rational natural law" with "natural law in the strict sense"-the latter being based on true but vague sentiments common to all people.

In contrast, Voltaire emphasized reason as the defining characteristic of humanity. For Voltaire, the right to private property is natural and consistent with human nature. The philosopher also highlighted the close correlation between labor productivity and private property. Voltaire was among the first in the modern era to justify and support the idea of the people's right to revolt against tyranny [1]. He asserted that although human will is determined by the laws of the universe and specific causes, individuals are capable of exercising freedom of choice by relying on reason.

The cornerstone of Rousseau's political and legal concept was the idea of popular sovereignty. Like many of his predecessors, Rousseau begins with the idea of a natural state characterized by freedom and equality. He links the emergence of social inequality to the rise of private property, primarily land. Crucially, Rousseau’s concept rejects the necessity of a distinction between the ruler and the ruled. Freedom and equality are the highest goods. To achieve this, every individual must renounce their prior rights based on force and receive civil rights and liberties, including property rights, in return. Upon concluding this social contract, the person and their property come under the protection of the community. Individual rights thus acquire a legal character, secured by mutual consent and the collective force of all citizens, resulting in a Republic.

Rousseau was one of the first to notice the contradictory trends of civilization, concluding that the development of production and science brings not only benefits but also negative consequences. The pursuit of profit and material wealth displaces compassion, mercy, and love. Progress, he argued, is paid for by the degradation of morality [4].

Voltaire’s social philosophy is based on the concept of "enlightened absolutism" (or enlightened rule), aimed at the peaceful transformation of society through education. History is driven by ideas; they are what change the world. Opposing all forms of tyranny, Voltaire formulated key political demands: freedom for all citizens, equality before the law, the secularization of church lands, and the subordination of

the church to the state. In his satirical novella Candide, Voltaire critiqued Leibniz's philosophical optimism ("the best of all possible worlds"), demonstrating that the world is rife with evil. However, it is through reason, according to Voltaire, that a more orderly and just social structure can be achieved.

Conclusion. The polemic between Rousseau and Voltaire reveals two distinct outlooks on human nature and social progress. For Rousseau, man is naturally good, but civilization has destroyed this harmony, breeding inequality and dependence. He believed moral rebirth was possible only through a return to naturalness, the "education of the heart," and a just social contract.

Voltaire saw the meaning of human existence in the development of reason, science, and culture. He defended freedom of thought, tolerance, and education as the foundations of a just society.

Thus, while Rousseau and Voltaire interpreted human nature differently-one through the "heart" and the other through "reason"-both sought to affirm human dignity and freedom. Rousseau envisioned society as an association of equal and free individuals. Voltaire did not reject private property, associating it with human productivity. Both agreed that the state exists to protect human rights and freedoms, and its power must be limited by law and reason rather than tradition or "divine right."

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THE STATUS OF LAWYERS IN ANCIENT ROME

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Problem Statement. In Ancient Rome, the legal profession gradually evolved from the practice of oratory into an important legal institution that shaped the functioning of the judicial system and influenced the development of legal culture. The first lawyers were primarily political figures and orators who used courtroom speeches as a means of establishing authority and serving the community, since Roman law long provided for the pro bono nature of such assistance. Later, the status of a lawyer took on clearer contours: professional requirements, ethical guidelines, and rules of conduct in court were gradually established. Over time, lawyers became a key link between citizens and the judiciary, ensuring the interpretation of the law and the protection of legal interests.

Objectives. An examination and analysis of the status of the advocate, as well as his privileges, rights, and duties in Roman society.

Methods. In the early days of the republic, lawyers were not regarded as a distinct professional group; consequently, appearing in court was primarily a form of civic engagement and political service. Legal culture in its early stages of development was closely linked to the traditions of public oratory, as court proceedings had a distinctly political character. That is why orators often used court appearances not for professional gain, but to strengthen their own authority in society.

Later, the practice of law gradually became established. It was at this time that Roman law began to view the lawyer as a person whose functions were based on knowledge of legal norms, rather than merely on the ability to speak persuasively. As a result, the state gradually began to define the status of the lawyer, establishing restrictions and rules regarding their practice, thereby cementing the role of legal knowledge as a key element of the profession.

The Lex Cincia was one of the first attempts to limit lawyers' fees, reflecting the state's effort to preserve the ethical character of the profession and prevent abuses. These norms were intended not only to regulate fees but also to protect the public interest, as a lawyer was required to act not only in the client's interests but also in accordance with the general principles of Roman justice.

The privileges granted to lawyers were intended to ensure their independence and adequate working conditions. Some imperial constitutions granted lawyers a certain social status, the right to special protection of their honor, and the ability to communicate with officials to obtain legal information. This indicates that the state viewed the lawyer as a key participant in the judicial process, whose role was to ensure a balance between the state and the citizen.

During this same period, the first concepts of legal ethics and proper conduct for lawyers began to take shape, as it was the lawyer who was expected to represent a client in court while adhering to high moral standards. The Roman tradition required lawyers not only to know the law but also to uphold honesty, understand the situation, and treat clients responsibly. These norms became the prototype for modern codes of ethics for the legal profession.

Despite obvious similarities, the modern legal profession differs significantly from its Roman counterpart. It is characterized by the existence of well-defined systems for training lawyers, specialized bar exams for admission to the profession, and detailed codes of ethics—features that were not present in Ancient Rome. However, it was the Roman tradition that established the notion that a lawyer is an essential component of the legal system, ensuring the protection of individuals and promoting the principles of the rule of law and legality.

Results. Roman legal culture laid the foundation for the development of the European legal profession. Many of its principles including ethics, accountability, professional competence, and the independence of attorneys have endured to this day.

Conclusions. Additionally, one can explore the influence of Roman law on the modern European legal system and how it has evolved over time.

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ENDANGERED LANGUAGES: CAUSES AND CONSEQUENCES

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Problem Statement. According to the research, there are over 7,000 languages in the world, but nearly half of them are currently at risk of extinction, and over 400 languages have already disappeared since 1960 [1]. Many languages at risk of extinction are spoken by small communities. These communities are losing their languages due to historical injustices and socio-economic pressures. This rapid

decline in linguistic diversity is occurring faster than at any other time in human history, and points to deeper issues affecting social well-being and cultural survival.

Objectives. The objectives of the research are to examine the main factors that contribute to the endangerment of languages, to analyze the consequences of language loss on linguistic diversity and cultural knowledge.

Methods. This research uses several methods, including qualitative analysis, case studies, and comparative analysis to study the causes and consequences of endangered languages. These methods help to better understand the main reasons for language loss and identify common patterns across different languages and communities.

Results. The results of the research show that language extinction is caused by several key factors that are closely connected:

1. Language shift to a dominant language. One of the main reasons is when speakers stop using their native language and switch to a more dominant language, such as English or Spanish. This often happens for better education, work, and social status. For example, Eyak is a Native American language that was spoken in Alaska. It disappeared in 2008 when the last speaker, Marie Smith Jones, died. Younger generations chose to speak English instead of Eyak, which led to its extinction [2].
2. Lack of Intergenerational Transmission. Languages disappear when parents do not teach them to their children. Without new speakers, a language cannot s urvive. For example, Manx is a Goidelic Celtic/ language native to the Isle of Man, closely related to Irish and Scottish Gaelic. Manx stopped being used as a first language in 1974 after the death of its last native speaker, Ned Maddrell. For many years, children were not learning the language at home. Today, it is being revived, but it was once considered extinct [3].
3. Political and Cultural Suppression. In some cases, governments or institutions discourage or even forbid the use of minority languages. For example, Livonian was a Finno-Ugric language spoken in Latvia. It became extinct in 2013 when the last native speaker died. The language declined because of historical pressure, war, and policies that favored other languages like Latvian and Russian [4].
4. Small Number of Speakers and Isolation. Languages spoken by very small communities are at high risk. If the population decreases or becomes isolated, the language can quickly disappear. For example, Ubykh was spoken by a small group of people. It became extinct in 1992 after the death of its last speaker, Tevfik Es enç. The community was small, and there were no new speakers.

Conclusion: The loss of these languages does not only represent the disappearance of words and grammar but also the erosion of cultural heritage, traditional knowledge, and unique worldviews. Understanding the causes of language endangerment is crucial for developing strategies to protect linguistic diversity and support minority language communities before more languages vanish.

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FEMINITIVES IN GENDERED VS. WEAKLY GENDERED LANGUAGES

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Problem statement. For modern society, it is a well-known fact that most of the languages have been changing through decades, centuries and ages. They were influenced by historical events, other languages or scientific developments. Nowadays each person is used to their native language, so some of them might not notice some features that should be changed to match the values of the modern world and to show respect to each individual, building this society and being an integral part of it. Last years the most relevant and controversial topic that concerns language in Ukraine is implementation and usage of feminitives. However, there are nations, that already use this part of language well underway. On the other hand, some languages do not even have this phenomenon.

Objectives. The primary objectives of this research are to define the importance of this phenomenon, to distinguish strongly- and weakly-gendered languages, to explore a couple of European languages and presence of feminitives in them, to find the reasons of absence of feminitives in a majority of languages and to suggest practical ways of implementation feminitives into society.

Methods. To begin with, people need to understand the need of using feminitives. A feminitive is a linguistic form used to explicitly mark a feminine gender, usually referring to a woman's role, profession, or social status. Simply saying, it is a female version of a noun, that would otherwise be masculine or gender-neutral. In times of globalization and digitalization, when women work, develop,

invent and explore, it would be disrespectful not even to find a word, that could define their role in society reflecting their gender. People should learn how to use feminitives correctly to respect all genders, including women. This will make each gender visible in each language and reflect social change in gender inclusivity.

A strongly-gendered language is a language, where gender division is compiled as a system. It means, that all of the parts of speech (nouns, adjectives, pronouns and verbs) are visible both in masculine and in feminine meaning, but at the same time masculine form is used as generic one. The examples are Ukrainian, German and Spanish languages. On the other hand, a weakly-gendered language is a language where there is little or even no grammatical gender on any part of speech. In this kind of language gender is mostly encoded lexically or pronominally, but not morphologically. These languages do not require feminitives grammatically. The examples are English, Swedish and Finnish language.

To define the difference, let's see Ukrainian language as an example. In this language people have a highly productive feminitive system: suffixes like -ка, -иця, -иня; different endings in verbs and adjectives for each gender. Each gender has an opportunity to be visible and to exist in Ukrainian language. Earlier there was a law accepted about necessity of usage of feminitives in official papers. What concerns the German language, there are feminitive forms for nouns, articles and adjectives. A female article before the word and a suffix -in at the end of the word means that the person is female. Also, a crucial thing for gender-inclusive strategies is a plural ending -innen. In newspaper, TV, radio and other formal sources either both masculine and feminine forms, or new graphic strategies like «Lehrer:innen» are used when it comes to representatives of different jobs. However, a masculine form is still dominant as in Ukrainian, but contested, if necessary. In Spanish language feminitives are pervasive: gender marking is conveyed through nouns, adjectives and articles. Feminitive nouns are usually formed with endings -a. As in German, gender can be recognised in language through combining articles and endings. Feminitives are socially legitimized and widely used in the language. Moving on to weakly-gendered languages. First example is English. In English language there is no grammatical gender on most nouns. Feminitives exist mainly as lexical pairs, like «actor-actress». However, there is a strong trend toward de-feminization: using masculine form for all genders. Feminine suffix -ess is considered outdated, rather than necessary. English language is achieving gender inclusivity through neutralization, instead of feminitives. Feminitives are rather declined than expanded. Next weakly-gendered language is Swedish. Here there is more focus on pronouns, than on other parts of speech. A gender-neutral pronoun «hen» is widely used to avoid focusing on particular gender. It has reduced the need of feminitives in the language, so it is not developing in this direction. Professional titles are also gender-neutral. In Swedish language inclusivity can be reached not through feminitives, but through neutral forms, as well as in English. The last weakly-gendered language is Finnish. This language may be the most interesting one, because it has no grammatical gender at all. The only pronoun for third person is gender-neutral and it gets used regardless of gender. In Finnish feminitives are non-existent, so to get gender specification

additional lexical means would be required. However, as the language is completely gender-neutral, feminitives are structurally unnecessary.

The reasons of these differences in amount of gender-inclusive parts of speech in these languages often have different backgrounds: historical, social or grammatical. Mostly because of the historical male-centralization the male parts of speech are dominant or even the only ones existing. Most European languages were codified by men and based on male social roles, as women were mostly watching the household and raising kids. In some languages, feminine forms started appearing later and were often informal and associated with lower prestige. Some languages just can not create and accept feminitive forms due to their grammatical and lexical structure and historical background. Also because of arising of feminism, feminitives may look as something activist, political or emotional, when, at the same time, masculine means neutral and objective. This leads to rejection of feminitives and turns gender inclusivity into politicized communicative forms. Feminitives challenge some languages, so they can't accept them or just deny them in different ways.

To turn feminitives into a part of social communication and necessary gender-inclusive forms,the society should set strict rules and follow them. Feminitives should become mandatory in languages, that include them. They should be taught at schools and in families as necessary gender-inclusive strategies. Feminitives should become integral and essential parts of language, that can't be reduced or rejected, so the society can reach the sufficient level of gender equality and inclusivity.

Results. This abstract demonstrates a deep research on usage of feminitives in Europe and European languages. Strongly gendered languages such as Ukrainian, German and Spanish posess grammatical mechanisms for forming feminitives, which enable visibility of women in proffesional and social roles. However, despite the grammatical option, masculine forms stay generic, showing that grammatical opportunity does not guarantee inclusive usage. Weakly gendered languages such as English, Swedish and Finnish achieve inclusivity through gender neutralization, either by avoiding gender marking or by introducing neutral titles. The results also show that historical, social and ideologic backgrounds influence the acceptance or rejection of feminitives. Overall, the findings confirm that gender inclusivity in language is not achieved only through a universal strategy, but depends on the interaction between grammar, history and social attitudes.

Conclusions. In the modern, extremely fast changing and developing world should exist a place for each individual, that takes part in building the society. Language is an integral part of our everyday life, so it's impossible and disrespectful to ignore a crucial part of population, while speaking or writing. To avoid these unpleasant cases, people should learn how to love and respect each other through language, so our world can become a better place for each of us.

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THE IMPACT OF ANXIETY ON INTERPERSONAL RELATIONSHIPS

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Problem Statement. Anxiety in modern society is becoming one of the leading factors determining a person's emotional state and the quality of their interpersonal relationships. Constant information overload, the fast pace of life, high levels of social competition, and uncertainty about the future contribute to increased anxiety among different age groups. Studies show that anxiety has a systemic impact on communication style, interpretation of social signals, and the formation of behavioral patterns in relationships [1, pp. 45–47].

Methods. In psychological science, anxiety is viewed as a multidimensional construct that includes emotional, cognitive, and behavioral elements. It is accompanied by tense anticipation of danger, hyper-vigilance, fear of rejection, and a tendency to interpret social events negatively. In the interpersonal sphere, this leads to communication breakdown, decreased trust, increased conflict, and difficulties in maintaining stable relationships [1, pp. 52–55].

Clark and Beck note that anxious individuals have specific cognitive patterns that automatically reproduce threat scenarios even in situations where there is no objective danger. These patterns are activated during interaction with the environment and largely determine behavior in social contacts [3, pp. 113–116].

Within the framework of J. Bowlby's attachment theory, there is an anxious attachment style characterized by fear of rejection, unstable self-esteem, and an increased need for emotional reassurance. Individuals with this type of attachment are more likely to demonstrate jealousy, excessive dependence, and emotional instability, which complicates the development of deep and trusting relationships [2, pp. 180–185].

An important mechanism of anxiety's influence on relationships is the distortion of social perception. People with high levels of anxiety tend to interpret neutral or ambiguous statements as negative. Empirical data confirm that anxious individuals focus excessively on threatening signals while underestimating positive social stimuli [3, pp. 87–90].

One of the key mechanisms is cognitive attention bias, in which a person primarily focuses on threatening or negative aspects of interaction [3, pp. 97–101]. As a result, even minor changes in tone, nonverbal behavior, or delays in response may provoke emotional tension.

Additionally, anxious individuals tend to catastrophize, exaggerating the potential negative consequences of situations [3, pp. 120–122]. This creates a basis for misunderstandings and conflicts, as others may perceive such reactions as excessive or unjustified.

In friendships, anxiety may manifest as shyness, fear of initiating contact, or fear of being intrusive. Individuals often overestimate the likelihood of negative evaluation and avoid social situations.

In family relationships, anxiety in one member can contribute to emotional imbalance and increased conflict. Children raised in such environments may adopt similar emotional and behavioral patterns [2, pp. 210–213].

In general interpersonal interaction, increased anxiety is associated with more frequent conflicts and reduced ability to discuss problems constructively. Individuals with high anxiety tend to:

– personalize neutral statements;
– perceive differing opinions as a threat;
– demonstrate impulsivity or, conversely, avoid conflict;
– experience difficulties with emotional regulation [1, pp. 102–105].

These patterns gradually become stable, reduce relationship satisfaction, and contribute to emotional exhaustion in both parties.

Results. Since anxiety is a psychological state that can be corrected, its negative impact on relationships can be significantly reduced through targeted psychological interventions. Effective approaches include cognitive- behavioral therapy, emotional regulation training, development of assertiveness skills, and mindfulness practices [3, pp. 245–251].

Conclusions. The study of the impact of anxiety on interpersonal relationships has both theoretical and practical significance. Understanding the mechanisms of this influence allows for the development of more effective strategies for improving communication and relationship quality. The findings can be applied by psychologists, counselors, family therapists, educators, as well as individuals seeking to enhance their interpersonal interactions.

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THE ETHICAL BOUNDARIES OF DARK TOURISM: BETWEEN COMMEMORATION AND ENTERTAINMENT

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Problem Statemen. Today, dark tourism, which is defined as purposeful visits to places associated with death, mass tragedies, genocide or disasters, is experiencing unprecedented growth in popularity in the 21st century. Memorial complexes dedicated to the Holocaust, sites of genocide, areas of man-made disasters, and battlefields of the past are becoming locations of mass visitation, raising fundamental ethical questions about the nature and purpose of such tourism.

Objectives. Analyse the main ethical dilemmas arising in the practice of dark tourism and the impact of commercialisation on the authenticity of historical memory and the dignity of victims and identify the conditions for ethically responsible dark tourism.

Methods. The study employed theoretical analysis, an ethical-philosophical approach and analysis, as well as the "case method"- the analysis of specific situations.

Results. Dark tourism is usually understood as places associated with death, disasters and suffering that have been transformed into tourist destinations or products. Richard Prentis (1993) was the first author to recognise tourist interest in death as a rapidly growing market when analysing several surveys on tourism on the Isle of Man [4].

On the one hand, visiting sites of historical tragedies serves an important educational and preventive function, while creating a unique opportunity for a deep, empathetic experience of history and providing financial support for memorial complexes [1]. On the other hand, there are serious risks of commodifying human suffering, especially when tragedies are turned into tourist attractions for mass consumption [4]. A significant problem is the growth of "dark tourism," where tourists seek extreme emotions or content for social media without proper reflection.

Motivation is a key factor in understanding tourists` decisions and behaviour [3]. Very often, tourists are motivated to visit sacred places by feelings of guilt, shame and nostalgia, while factors such as education, memory, and the sacralisation of places of tragedy are motivating consequences of a desire for a deeper understanding

and commemoration of historical events, or to learn more about one`s own history, or, conversely, to try to prevent the recurrence of these disasters in the future [1]. Sometimes such places attract those who want to share this traumatic experience, which is unknown to them, but still want to be a part of it.

In fact, this issue goes beyond the simple question of whether it is acceptable to visit sites of tragedy and touches on deeper philosophical and social dilemmas of our time. On the one hand, direct contact with the site of historical tragedy can create a unique opportunity for education, empathy and critical reflection on the past. Being physically present at the site of horrific events activates forms of understanding and experiencing history that are unattainable through traditional educational media. The surrounding space, its authenticity and emotional intensity can contribute to a profound transformation of visitors` consciousness, thereby shaping civic responsibility [1; 4].

On the other hand, the inclusion of disaster sites in the tourism economy inevitably creates the risk of their commercialisation. The logic of capitalism, which is increasingly penetrating the sphere of memorialisation, creates the temptation to maximise profits by simplifying complex historical narratives, creating “attractions” instead of spaces for reflection, and focusing on mass consumers seeking quick emotional experiences. Particularly alarming is the influence of social media, which is transforming visits to memorials into the phenomenon of “selfies on ruins” (self-presentation at sites of tragic events), which is often incompatible with the ethics of memory and proper respect [2; 4].

A striking example is the case of the Chernobyl exclusion zone after the release of the HBO series in 2019. The series generated global interest in the nuclear power plant and surrounding towns, but it was still a specific type of interest - mediated by the aesthetics and norms of the film studio, which connected viewers more to the experience of watching the series than to understanding the real scale of the disaster. Many people came on tours to the zone with expectations of seeing the locations from the series, recreating scenes from the show or taking photographs, even if it meant putting their lives at risk. The number of visitors increased fivefold, accompanied by numerous cases of inappropriate behaviour and even harassment by the media of those victims of the disaster who survived the tragedy and lost their loved ones [2].

For the successful promotion of dark tourism, in my opinion, it is necessary to adhere to certain interrelated ethical principles, such as the educational purpose of the location, the principle of dignity, the principle of the voice of the victims, and the principle of transparency regarding sources of funding and the use of funds in the decision-making process.

A balance between commemoration and entertainment consumption is possible, but it requires constant vigilance, structural mechanisms to ensure ethical standards, and the cultivation of reflexivity among all participants. It is critically important to understand that the ethics of dark tourism are not inherent to the place or type of tourism itself, but rather a function of how the experience is organised, the intentions with which people arrive, and how they interact with the space of memory.

Conclusions: Dark tourism has significant potential as a form of historical education and empathy cultivation, but this potential can only be realised if there is conscious resistance to structural tendencies towards commodification, simplification and spectacle. This requires recognising that sites of historical tragedy are dual in nature: they are simultaneously objects of historical study and sacred spaces of memory, public resources and intimate places of grief, opportunities for learning and zones where silent respect is required.

Responsibility for ethical dark tourism is collective and shared among various actors, each with their own role and limitations. Memorial managers face the challenge of balancing their educational mission, economic sustainability, and respect for affected communities. Tour operators are responsible for the quality of mediation between history and tourists. Visitors themselves must cultivate reflection on their own motivations and behaviour. Only through dialogue and cooperation between these different positions is it possible to achieve an ethical balance that allows Dark Tourism to realise its educational and memorial potential while avoiding the exploitation of human suffering.

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THE ROLE OF EMPATHY IN EFFECTIVE COMMUNICATION

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Problem Statement. An analysis of contemporary socio-psychological research provides grounds to assert that empathy is a central mechanism of effective interpersonal communication. In contemporary psychology, the issue of understanding another person holds a central place, as effective interpersonal interaction is impossible without the ability to correctly interpret the emotions,

intentions, and experiences of one's interlocutor. In modern psychological research on emotional intelligence, empathy is identified as a significant component that determines one's ability to communicate and interact interpersonally. High-quality empathic communication helps reduce conflict, improves mutual understanding, and fosters the development of more constructive models of interpersonal interaction.

Research Aim and Objectives. The aim of the study is to establish the role of empathy in effective communication and distinguish it from other psychological mechanisms of interaction. The research objectives include:

– To define the essence of empathy as a complex phenomenon including cognitive, emotional, and behavioral components.
– To differentiate between the mechanisms of empathy and identification in social interaction.
– To analyze the impact of empathy on the effectiveness of active listening and the interpretation of emotional signals.
– To determine the significance of empathy within professional communication and therapeutic alliances.

Methods and Research Material Presentation. Empathy is viewed as the ability to emotionally resonate with another person, involving both understanding their internal states and the capacity to emotionally respond to them. It integrates understanding another person’s emotional state (cognitive level), experiencing compassion (affective level), and engaging in supportive behavior (behavioral level). The study explores the conceptual difference between empathy—maintaining personal boundaries—and identification, which involves merging with another person. Furthermore, the unique quality of empathy is examined through the capacity to enter another person’s emotional world "as if" we were that person, a concept supported by scholars like J. Watkins, N. Raskin, and T. Merry.

Research Results. Research indicates that empathy enhances the effectiveness of active listening, increases the accuracy of interpreting conversational partners, and allows for more appropriate responses to emotional signals. The presence of an empathic response creates a sense of psychological safety, which is key for productive dialogue in social, educational, and professional contexts. Conversely, insufficient development of empathy may lead to distorted perceptions of partners, interaction barriers, and increased interpersonal conflicts. Within psychological assistance, empathy is established as a key competence that enables the formation of a therapeutic alliance and enhances counseling effectiveness.

Conclusions and Perspectives for Further Research. Empathy is an essential element of effective communication, ensuring a deeper understanding of others through its combined cognitive, emotional, and behavioral components. Systematic development of empathic skills contributes to improving the culture of interaction and strengthening social bonds across various spheres of life. Further research should focus on the introduction and practical application of "congruent empathy" to achieve a more precise comprehension of empathy in its natural meaning. Developing specific training models to foster empathic behavior remains a vital perspective for future psychological studies.

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DIE ROLLE DER DEUTSCHEN SPRACHE AN UKRAINISCHEN UNIVERSITÄTEN ALS SPRACHE EINES EU-FÜHRUNGSSTAATES UND EINES DER WICHTIGSTEN PARTNER DER UKRAINE

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Problemstellung. Die europäische Integration der Ukraine hat die Bedeutung der Sprachen der führenden EU-Mitgliedstaaten deutlich erhöht.

Deutschland nimmt dabei eine besondere Stellung ein: als größte Volkswirtschaft Europas, als politischer Akteur mit erheblichem Einfluss und als einer der wichtigsten Partner der Ukraine in den Bereichen Sicherheit, Wirtschaft, Bildung und Wissenschaft. Vor diesem Hintergrund gewinnt die deutsche Sprache an ukrainischen Universitäten zunehmend an Relevanz - sowohl als akademisches Fach als auch als Schlüsselkompetenz für die berufliche Zukunft der Studierenden. Dennoch bestehen Herausforderungen hinsichtlich der Motivation der Lernenden, der Modernisierung der Lehrmethoden und der institutionellen Unterstützung.

Zielsetzung. Ziel dieser Arbeit ist es, die Rolle der deutschen Sprache im ukrainischen Hochschulsystem zu analysieren, ihre Bedeutung für die akademische und berufliche Entwicklung der Studierenden zu bestimmen und Perspektiven für die Weiterentwicklung des Deutschunterrichts im Kontext der europäischen Integration der Ukraine aufzuzeigen.

Methoden. Für die Untersuchung wurden folgende Methoden eingesetzt:

1. Analyse wissenschaftlicher Publikationen und bildungspolitischer Dokumente;
2. Vergleich von Curricula ukrainischer und deutscher Hochschulen;
3. Auswertung statistischer Daten zu Deutschlernenden in der Ukraine;
4. Systematische Betrachtung der internationalen Kooperationen zwischen ukrainischen und deutschen Universitäten.

Darstellung der Forschungsergebnisse. Deutschland ist seit vielen Jahren einer der wichtigsten politischen und wirtschaftlichen Partner der Ukraine. Diese Partnerschaft spiegelt sich zunehmend im Bildungssektor wider. Die deutsche Sprache wird an zahlreichen ukrainischen Universitäten als Pflicht- oder Wahlfach angeboten, insbesondere in Studiengängen wie Internationale Beziehungen, Wirtschaft, Recht, Ingenieurwissenschaften und Pädagogik.

Ein zentraler Faktor für die wachsende Bedeutung der deutschen Sprache ist die enge Zusammenarbeit zwischen ukrainischen Hochschulen und deutschen Institutionen wie dem DAAD, der Konrad-Adenauer-Stiftung, der Friedrich-Ebert-Stiftung sowie zahlreichen Partneruniversitäten. Diese Kooperationen ermöglichen Studierenden Austauschprogramme, Stipendien, Forschungsaufenthalte und Doppelabschlussprogramme.

Deutschkenntnisse erhöhen somit die Chancen auf internationale Mobilität erheblich.

Darüber hinaus ist Deutschland ein führender Innovationsstandort. Viele wissenschaftliche Publikationen, technische Dokumentationen und wirtschaftliche Analysen erscheinen auf Deutsch. Für Studierende technischer und wirtschaftlicher Fachrichtungen eröffnet die Beherrschung der deutschen Sprache Zugang zu wertvollen Fachquellen und erhöht ihre Wettbewerbsfähigkeit auf dem Arbeitsmarkt.

Ein weiterer Aspekt ist die wachsende Nachfrage nach deutschsprachigen Fachkräften in internationalen Unternehmen, die in der Ukraine tätig sind oder mit ukrainischen Partnern kooperieren. Deutschkenntnisse werden zunehmend als strategische Kompetenz betrachtet, die berufliche Perspektiven erweitert und die Integration in europäische Wirtschaftsstrukturen erleichtert.

Trotz dieser positiven Entwicklungen bestehen Herausforderungen: begrenzte finanzielle Ressourcen für moderne Lehrmaterialien, unzureichende digitale Infrastruktur, ein Mangel an qualifizierten Lehrkräften und die Konkurrenz anderer Fremdsprachen, insbesondere Englisch. Dennoch zeigt der Trend, dass Deutsch als Fremdsprache in der Ukraine weiterhin an Bedeutung gewinnt.

Schlussfolgerungen. Die deutsche Sprache spielt eine strategische Rolle im ukrainischen Hochschulsystem. Sie stärkt die akademische Mobilität, fördert wissenschaftliche Kooperationen, erweitert berufliche Perspektiven und unterstützt die europäische Integration der Ukraine. Um dieses Potenzial vollständig auszuschöpfen, sind Investitionen in moderne Lehrmethoden, die Förderung internationaler Partnerschaften und die Stärkung der Motivation der Studierenden erforderlich. Die Zukunft der deutschen Sprache an ukrainischen Universitäten hängt davon ab, wie erfolgreich diese Herausforderungen bewältigt werden und wie konsequent die Ukraine ihren europäischen Kurs fortsetzt.

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TRUST IN DIFFERENT TYPES OF MEDIA AMONG JOURNALISM STUDENTS

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Problem Statement. Today, we live in a world where news is everywhere. We just open our smartphones, and we see hundreds of messages. But there is a big problem: not all this information is true. Fake news and manipulations are very common now. As a first-year journalism student, I feel that this is a very interesting topic for research. Before university, I was just a casual reader. Now, I am learning how communication industries work from the inside. Trust in media is the most important thing for our future profession. If we do not know how to find the truth, we cannot be good journalists. I decided to investigate how my groupmates and I consume news. I want to show how the new generation of journalists works with information, because we are the people who will create the media space in a few years.

Objectives. The main goal of this research is to find out what types of media journalism students use every day and what media they really trust. I want to understand if there is a difference between the platforms we use for fast reading and the platforms we believe. Also, I plan to find out what makes a media reliable for us. Another important goal is to understand whether our first year at university has already changed our critical thinking and the way we check facts.

Methods. To do this research, I created an online survey among forty students who answered ten questions. I asked how often they read the news, what platforms they like, and what media they trust the most and the least. I also asked if they check information in different places. The target group was journalism students. This helped me to see the professional point of view. The questions were simple, mostly multiple-choice, so it was easy to collect and analyze the statistical results.

Results. Survey findings revealed a very interesting situation. First of all, almost all students check the news several times a day. We really want to know what is

happening right now. When I looked at the most popular platforms, I saw that Telegram channels and social networks (like Instagram and TikTok) are absolute leaders. We use them because they are very fast and always in our phones.

But there is a big paradox. Even if students read Telegram every day, they don't trust it the most. When I asked about trust, the answers were different. Most students said they trust professional online media websites. This is a very important detail. It means we use Telegram just for quick updates, but when we want to know the real truth, we go to professional news websites. Also, the survey showed that journalism students don't trust bloggers. We understand that bloggers often give only their personal opinion, not the objective facts.

Another great result is about fact-checking. A lot of students answered that they often or always check the same news in different sources. When I asked what makes a media reliable, the top answers were the work of professional journalists and checked sources of information. Speed of publication was not very important for trust. Finally, most students agreed that studying at the faculty of journalism has already made them more critical. We don't believe everything we see online anymore.

Conclusions. In conclusion, my research shows that first-year journalism students have a dual relationship with the media. We love the speed of Telegram and social networks for our daily routine. But as future professionals, we know that speed is not the same as quality. Our real trust goes to professional online media that have strict rules and check their sources. The university education is already helping us to build a strong habit of fact-checking. This paradox — reading fast news but trusting only professional media — proves that young journalists are very critical thinkers. We are ready to build a better and more honest media space in the future.

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WOMEN IN POLITICAL LEADERSHIP

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Problem Statement. Countries with high levels of female representation in power frequently lead global rankings across numerous sectors. Consequently, their role significantly influences societal development and the quality of life for citizens. Women not only foster advancements in education and healthcare but also champion gender equality, making it a cornerstone of their political agendas.

Objective. The primary issue lies in the lack of public understanding regarding the importance of women's involvement in politics in equal measure to men. Consequently, male dominance in this field can lead to the neglect of the needs and desires of the opposite sex. However, modern history provides numerous examples of women who have made extraordinary efforts to improve their nations.

Methods. Our focus is the analysis of women in the politics of various countries and determining their impact on societal development. This study analyzed the policies of female-led governments in four countries that top the list of the world's happiest nations, while also monitoring current trends in this direction.

Results. As of 2025, the top five happiest countries in the world, according to the World Happiness Report, are Finland, Iceland, Denmark, Sweden, and the Netherlands [1]. These nations demonstrate a significant female influence in politics, which is regarded as a key factor in their high levels of well-being and happiness; gender equality is particularly pronounced in Scandinavia.

Historically, Finland granted full suffrage to women in 1906, followed by Norway in 1913, Denmark and Iceland in 1915, and Sweden in 1921.

The share of women in parliament has gradually exceeded 40%. For instance, in Finland, 19 women (9.5%) were elected in 1907; by 2023, this figure reached 46%. In Iceland, the proportion of women in parliament rose from an initial 2.4% to 47.6% today. Women heading governments and states have promoted more transparent governance, lower corruption levels, and policies focused on social inclusivity, environmental sustainability, mental health, and gender equality—including equal rights for childcare [3].

Notable modern examples include former Finnish Prime Minister Sanna Marin, who became the world’s youngest head of government at the time of her election. During her tenure, the leaders of all ruling parties were women, and 12 out of 19 cabinet members were female. Under her leadership, Finland joined NATO and implemented equal parental leave of 7 months for both parents.

In Denmark, Queen Margrethe II symbolized female leadership and a culture of equal opportunity until 2024. In the Netherlands, the country was led by Queens

Wilhelmina, Juliana, and Beatrix from 1890 to 2013, which normalized female leadership and professional realization for women [2]. Today, two of the five happiest countries are led by women: Danish Prime Minister Mette Frederiksen and the leader of Iceland's largest opposition party (and prospective PM) Kristrún Frostadóttir; Iceland also has a female president, Halla Tómasdóttir. The continuous presence of women in power serves as a catalyst for the high levels of happiness and social well-being in these nations.

Conclusions. Overall, the presence of women in leadership positions increases trust in state institutions and enhances the happiness levels of citizens. Gender equality in politics serves as a vital factor for social well-being and the advancement of social justice.

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DEHUMANIZATION AS A MECHANISM OF INTERGROUP CONFLICTS

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Problem Statement. In conflict situations, perceiving another group as less valuable or deprived of human characteristics creates psychological conditions for justifying aggression, discrimination, and polarization. Such interactions weaken the ability for constructive dialogue, complicate conflict resolution, and intensify cycles of mutual hostility. In this context, it becomes important to examine how exactly dehumanization manifests itself and which factors support its stability in intergroup relations.

Objectives. The purpose of this work is to highlight the psychological nature of dehumanization and define its functions in the processes of intergroup conflict.

Methods. The focus of the study is on the cognitive and emotional components that shape dehumanizing attitudes, as well as their influence on the dynamics of conflictual interaction.

Results. Dehumanization in intergroup perception appears as a form of psychological distancing in which members of the "other" group are stripped of traits

inherent to human nature. This involves not only reducing the value of another group, but also systematically attributing qualities associated with primitiveness, helplessness, or dangerousness. In this perceptual format, dehumanization functions as a cognitive filter that simplifies representations of the other group and reduces the willingness to consider its needs, motives, and uniqueness. It is not merely a negative attitude but a mechanism that transforms the structure of social perception, turning the other group into a generalized, impersonal image.

At the level of thinking, dehumanization is expressed through the tendency to perceive "others" as undeserving of the same moral norms applied to one's own group. A logic of double standards emerges, in which the right to make mistakes, dignity, or safety is reserved only for "us." On the emotional level, dehumanization reinforces feelings of disgust, fear, or contempt, which block empathic responses and reduce the ability to understand the opponent's experiences. As a result, the likelihood of empathy decreases, increasing social distance. These emotional reactions foster tolerance for discriminatory actions toward the other group, as its members are perceived as less "human" or less significant [1, p.105].

Within group representations, dehumanization manifests through persistent stereotypes and images that reinforce the "us–them" dichotomy. When group identity becomes activated, dehumanized characteristics of the other group begin to serve as a means of protecting the positive image of one's own community. This contributes to the formation of a polarized worldview, in which any actions of the other group are interpreted as hostile or threatening [3, p.74].

Prejudices and stereotypes act as mental schemas that provide ready-made interpretations of the other group's behavior. When information about "others" is perceived through stable stereotypes, individuals are less inclined to consider them as diverse and capable of individual actions. This simplification promotes depersonalization, as any specific features of individual group members are ignored in favor of a generalized negative image. In such conditions, the tendency for attribution errors increases, in which the actions of the other group are explained by negative personal traits rather than situational factors [2, p.56].

Emotional factors also play a significant role in deepening dehumanizing evaluations. Frustration arising in the context of intergroup tension provokes emotions of aggression and dissatisfaction, which transform into devaluation of the other group. Fear intensifies the tendency to see "others" as a potential threat, stimulating readiness to attribute dangerous or hostile intentions to them. Hostility creates an emotional background that complicates empathic engagement and reduces the capacity for compassion. As a result, the other group is perceived as less valuable or less capable of moral behavior, which creates fertile ground for the formation of dehumanizing attitudes.

When cognitive and emotional factors combine, a stable system of perception emerges that increases intergroup distance and intensifies conflict. Emotional tension makes individuals more susceptible to biased judgments, while stereotypes consolidate these judgments within the structure of thinking. This interaction of factors forms a closed cycle in which dehumanization becomes not just a reaction to conflict but a mechanism sustaining its escalation.

During the conflict process, dehumanization helps form an image of the enemy, attributing to the other group features of threat, deceit, or unpredictability. Such representations not only increase distrust but also foster readiness for actions that violate moral norms of peaceful interaction.

In the dynamics of intergroup confrontation, dehumanization promotes the growth of aggression and polarization. When the other group is perceived as undeserving of compassion or moral protection, internal restraints limiting harsh behavior disappear. This may manifest in verbal attacks, discriminatory expressions, social isolation, or support for actions aimed at harming opponents. Polarization grows as dehumanized images reinforce clear boundaries between "us" and "them," emphasizing incompatible interests and values. Under such conditions, even neutral behavior of the other group is interpreted as potentially hostile [5, p.33].

Conclusions. The conflict becomes a self-reinforcing process where each side gains additional justification for severe actions. Reducing the influence of dehumanization is a prerequisite for easing intergroup confrontation, as it enables the return of mutual respect and moral responsibility into interactions.

Overcoming dehumanization is possible through psychological strategies aimed at restoring the ability to perceive the other group as a full-fledged subject of social interaction. One such strategy is the development of empathy, which involves consciously focusing on the experiences, motives, and needs of members of the other group. Empathy helps reduce social distance by shifting attention from generalized negative images to the individual experiences of real people.

An important tool for humanization is intergroup contact, which is based on personal interaction and joint activities of members of different groups. Such contacts help break down stereotypes and foster more realistic representations of the other group, as direct interaction makes it possible to perceive the multidimensionality and diversity of its members. Contact effectively reduces tension when conditions of equal status, shared goals, and support from the social environment are met. When these conditions are fulfilled, polarization decreases and negative emotions gradually give way to constructive cooperation. Reflecting on one's own prejudices promotes critical awareness of the sources of dehumanizing representations and helps develop a more responsible approach to one's role in maintaining or reducing tension. Through the combination of these strategies, conflict intensity gradually decreases, and intergroup interaction becomes more constructive and humanized [4, p.81].

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ETHICAL CHALLENGES IN FOREIGN LANGUAGE BUSINESS COMMUNICATION

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Problem Statement. The globalisation of business environments has fundamentally transformed the nature of professional communication, making foreign language business interaction an increasingly common reality for specialists across all sectors and industries. In this context, effective communication extends far beyond mere linguistic proficiency – it requires a sophisticated understanding of the cultural, moral, and ethical frameworks that shape how messages are sent, received, and interpreted across cultural boundaries. Ethical challenges in foreign language business communication are particularly complex, as they arise at the convergence of linguistic ambiguity, cultural difference, and divergent moral norms, creating situations in which even well-intentioned communicators may inadvertently cause misunderstanding, offence, or harm. Despite the growing practical significance of this issue, the ethical dimension of cross-cultural professional communication remains an underexplored area of academic inquiry, with existing research tending to prioritise linguistic and pragmatic competence over the moral responsibilities that accompany communication in international business settings.

Objectives. The aim of this study is to identify and systematise the principal ethical challenges encountered in foreign language business communication. To achieve this, the following objectives were pursued:

– to clarify the concept of business communication ethics and its constituent principles;
– to examine the relationship between cultural and ethical relativism in international communication contexts;
– to analyse typical ethical violations and barriers in intercultural business interaction;
– to outline practical approaches to overcoming such barriers in professional foreign language communication.

Methods. The study employs a qualitative literature review methodology, drawing on key sources representing Ukrainian, Indonesian, and Norwegian academic perspectives on business ethics and intercultural communication. Descriptive-analytical and comparative methods were applied to synthesise theoretical frameworks and identify converging and diverging positions across the selected literature. The material of the study encompasses foundational principles of business communication ethics, intercultural communication theory, and cross-cultural business ethics frameworks.

Results. The analysis yielded several significant and interrelated findings that collectively illuminate the ethical landscape of foreign language business communication.

First, the ethical challenges of foreign language business communication are multidimensional, encompassing linguistic, cultural, and moral layers that interact in complex and often unpredictable ways. Cultural bias and stereotyping emerge as primary and pervasive sources of ethical conflict in international business settings. When professionals unconsciously evaluate their interlocutors through the lens of their own cultural assumptions, they risk both misunderstanding the intended message and engaging in subtly discriminatory behaviour. Stereotypes, as Romaniuk notes, often rest on generalisations that fail to account for individual variation within cultures and may be based on incorrect or outdated assumptions, thereby complicating communication and potentially causing offence or misunderstanding [1, p. 28]. In a foreign language context, such stereotyping is further reinforced by limited exposure to the full complexity of the target culture, making critical self-reflection an essential professional competence.

Second, the study confirms that cultural relativism and ethical relativism must be treated as conceptually distinct phenomena that are nevertheless deeply interdependent. As Brinkmann demonstrates through his four-fold typology, the ideal communicative position combines high intercultural sensitivity with firm moral integrity – what he terms "interculturally competent moral integrity" – rather than defaulting to either ethnocentrism or moral opportunism [2, p. 9]. For foreign language business communicators, this means that linguistic and cultural adaptation should never come at the cost of core ethical principles. The challenge, therefore, is to develop sufficient intercultural competence to understand and respect cultural difference while simultaneously maintaining the moral clarity to recognise and resist genuinely unethical practices, regardless of their cultural framing.

Third, the organisational functions and tangible benefits of ethical business communication extend well beyond interpersonal relations and individual interactions. Suhairi et al. identify that the proper application of business communication ethics protects organisational image, increases stakeholder trust, maximises profits, upholds common interests, and improves human relations both within and beyond the organisation [3, pp. 209-210]. These outcomes are particularly significant in cross-cultural and foreign language settings, where reputational risks associated with ethical failures are amplified by the heightened visibility and scrutiny that accompanies international operations. Research cited by Romaniuk further corroborates this point, demonstrating that multicultural teams consistently

outperform monocultural ones in terms of both creativity and financial returns, provided that communication within such teams is managed effectively and ethically [1, p. 27].

Fourth, the study highlights that foreign language proficiency alone is wholly insufficient for ethical business communication in international contexts. Practitioners must develop what Brinkmann describes as intercultural moral integrity – the integrated capacity to engage empathetically with cultural difference while simultaneously maintaining defensible and principled ethical standpoints [2, p. 9]. This competence is essential for navigating the ethical dilemmas that inevitably arise in international business, from questions of gift-giving and bribery to the handling of sensitive feedback and the management of power imbalances between communicators from different cultural backgrounds.

Fifth, the study draws attention to the role of organisational culture and leadership in shaping the ethical quality of foreign language business communication. As Suhairi et al. note, factors such as organisational culture, leadership quality, work environment, and training and development programmes all significantly influence the ethical standards of communication within and between organisations [3, p. 208]. This systemic dimension underscores the importance of institutional support for ethical communication practices, particularly in multinational organisations where foreign language communication is the norm rather than the exception.

Conclusions. The present study demonstrates that ethical challenges in foreign language business communication are complex, multifaceted, and deserving of sustained academic attention.

Key conclusions include:

– ethical business communication requires more than linguistic accuracy – it demands cultural empathy and moral integrity;
– cultural and ethical relativism must be distinguished rather than conflated;
– the principles of honesty, fairness, openness, and responsibility identified across the reviewed literature represent a viable cross-cultural ethical minimum for international business interaction.

Prospects for further research include empirical investigation of specific communicative situations in Ukrainian international companies, analysis of ethical dimensions in business English teaching materials, and the development of practical frameworks for integrating ethical competence into foreign language for business curricula.

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FEATURES OF TRANSLATION IN INTERNATIONAL BUSINESS COMMUNICATION

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Problem Statement. In the era of globalization and digital transformation, international business communication has become an essential component of economic cooperation. Companies increasingly operate across linguistic and cultural boundaries, which make translation a critical tool for effective interaction. However, translation in the business context is not limited to the transfer of linguistic units; it also involves the interpretation of cultural meanings, business conventions, and professional terminology. Inaccurate or inappropriate translation may lead to misunderstandings, reputational damage, financial losses, or even the failure of negotiations. Therefore, the problem lies in ensuring high-quality translation that preserves both the semantic content and the pragmatic intent of the original message.

Objectives. The main objective of this study is to examine the specific features of translation in international business communication. The research aims to identify key linguistic and cultural challenges faced by translators, analyze the role of intercultural competence, and determine effective strategies that contribute to successful communication in a global business environment. Additionally, the study seeks to highlight the importance of adaptation and localization in business translation.

Methods. The research is based on a qualitative methodological approach. It includes the analysis of academic literature on translation studies, intercultural communication, and business discourse. A comparative analysis of original and translated business texts (such as emails, contracts, and marketing materials) is conducted to identify common translation difficulties. Furthermore, case studies of international companies and real-life examples of translation errors are examined to illustrate practical implications. The study also applies elements of discourse analysis to explore how meaning is constructed in different cultural contexts.

The findings demonstrate that translation in international business communication is characterized by several distinctive features. First, the use of specialized terminology requires a high level of subject-matter expertise, as incorrect

translation of terms may lead to legal or financial misunderstandings. Second, cultural differences significantly influence communication styles, including levels of formality, politeness strategies, and indirectness. For instance, what is considered a neutral statement in one culture may be perceived as too direct or even rude in another one.

Another important aspect is the translation of idiomatic expressions and culturally bound references, which often lack direct equivalents in the target language. In such cases, translators must choose between literal translation and functional adaptation. The study confirms that localization – adapting the message to the cultural and social context of the target audience – is more effective than word-for-word translation, especially in marketing and branding.

Moreover, the research highlights the growing role of technology in translation, including machine translation tools. While these tools can increase efficiency, they often fail to capture context, tone, and cultural nuances, which make human expertise indispensable in business communication. The results also show that successful translation depends on the translator's intercultural competence, including awareness of business etiquette, negotiation styles, and cultural expectations.

Conclusions. Translation in international business communication is a complex and multidimensional process that goes beyond linguistic equivalence. It requires a combination of language proficiency, cultural awareness, and professional knowledge. The study concludes that effective business translation should prioritize clarity, accuracy, and cultural appropriateness, while also considering the communicative purpose of the text. The use of localization strategies, along with the involvement of qualified translators, significantly enhances the quality of communication and reduces the risk of misunderstandings. Future research may focus on the integration of artificial intelligence in translation and its impact on intercultural business interactions.

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FEAR OF MISSING OUT (FoMO) IN GLOBAL YOUTH

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Problem Statement. In the era of digital globalization, social media has become an essential part of young people's daily lives. Platforms such as Instagram, TikTok, and Facebook allow constant communication and access to information. However, they also create a space where users are continuously exposed to idealized images of others' lives.

This environment strengthens social comparison and increases the risk of developing Fear of Missing Out (FoMO). FoMO is defined as a persistent fear that others are having rewarding experiences without you and that you are being excluded from meaningful events. It is not only a temporary emotion but also a psychological pattern connected with anxiety, insecurity, and the need for social belonging.

FoMO has become a global psychological phenomenon, especially among adolescents and emerging adults. Research shows that it is associated with problematic social media use, emotional distress, lower life satisfaction, and mental health difficulties. Despite extensive research, there is still a need to understand better the psychological mechanisms, risk factors, and cultural differences related to FoMO.

Objectives. The main objective of this research is to analyze the psychological characteristics of FoMO in global youth.

The study aims to:

1) examine the relationship between FoMO and social media engagement;
2) identify emotional and behavioral consequences of FoMO;
3) explore the role of social comparison and unmet psychological needs in the development of FoMO;
4) analyze cross-cultural aspects of this phenomenon.

Methods. This research is based on theoretical analysis and comparison of contemporary international studies devoted to FoMO. The reviewed materials include empirical studies conducted among adolescents and young adults in different countries.

Most of the studies used standardized psychological instruments, including the FoMO Scale developed by Przybylski et al. (2013), as well as measures of anxiety, depression, well-being, and social media usage.

Quantitative statistical methods such as correlation and regression analysis were applied in the reviewed research to determine relationships between FoMO, emotional well-being, and patterns of online behavior.

Results. The analysis of recent studies shows that FoMO is strongly connected with frequent and emotionally driven social media use. Young people with high

FoMO levels tend to check social networking sites more often and experience discomfort when they cannot access online content.

FoMO is positively associated with anxiety symptoms, depressive mood, emotional instability, and lower life satisfaction. It often predicts both passive (such as scrolling and observing others) and active behaviours (posting, commenting, and seeking online feedback). This creates a self-reinforcing cycle: social comparison increases dissatisfaction, which strengthens FoMO, leading to even more online engagement.

Research also demonstrates that FoMO is closely related to unmet basic psychological needs, especially the need for belonging, relatedness, and competence. When young people feel socially excluded, insecure, or not successful enough, they are more likely to experience stronger FoMO.

In addition, FoMO has been linked to sleep disturbances, reduced academic performance, decreased concentration, and difficulties in emotional regulation. Some studies indicate that FoMO may mediate the relationship between social media use and mental health problems.

Cross-cultural research confirms that FoMO exists across different countries and cultures. However, its expression may vary depending on cultural values. In collectivist cultures, FoMO is often connected with group belonging and maintaining social harmony. In individualist cultures, it may be more strongly related to personal achievement, self-presentation, and online visibility.

At the same time, several researchers suggest that moderate levels of FoMO may motivate young people to participate in social activities and maintain social connections. Therefore, FoMO may have both maladaptive and potentially adaptive aspects.

Conclusions. FoMO is a complex and multidimensional psychological phenomenon that significantly affects global youth in the digital age. It is closely related to social media engagement, social comparison processes, emotional vulnerability, and unmet psychological needs.

Although FoMO is a global issue, cultural context influences its development and behavioral expression. Understanding the psychological mechanisms of FoMO is important for developing preventive strategies aimed at strengthening emotional resilience, promoting healthy digital habits, and supporting the psychological well-being of young people. Future research should focus on longitudinal studies and intervention programs designed to reduce the negative impact of FoMO and encourage balanced and mindful use of social media.

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THE TIKTOK PLATFORM AND ITS INFLUENCE ON THE FORMATION AND EVOLUTION OF MODERN SLANG

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Problem Statement. In the modern world, social media has a strong influence on communication and language. One of the most popular platforms today is TikTok. It's silly and cute and extremely watchable. Many people use it to create and watch short videos. As it was studied by the BBC News reporters, for the fledgling video app TikTok, it did more in 15 seconds than marketing budgets of millions [4].

Objectives. The primary objectives of this research are to identify the influence of the app on the formation and development of youth slang.

Methods. TikTok quickly racked up millions of views on the app but - more importantly - was picked up by thousands of copycats on other social networks. This is where the algorithm puts content in front of users, anticipating what they will enjoy based on content they have already engaged with.

It's also where it shows content it thinks could go viral. The idea is that if the content is good it will travel, regardless of how many followers the creator has. Many TikTok communities have emerged, brought together by the types of content they enjoy or their sense of identity [ibid].

The world was alerted to the app and TikTok has since attracted a vibrant, creative and young audience of hundreds of millions. TikTok is not only entertainment but also a place where new words and slang appear. Many expressions become popular on TikTok and later people start using them in everyday communication.

Results. TikTok helps new slang spread very quickly. The platform has special features such as duets, reactions, and challenges that help users interact with each other. When a video becomes popular, many users repeat the same words and expressions. For example, the slang word "slay" is used to praise someone when they do something very well.

The word "period" is used to show a strong opinion or the end of a discussion. Another popular phrase is "It's giving…" which people use to describe a style or mood. For example: "Your outfit is amazing. It's giving princess energy."

Another common word on TikTok is "cringe." People use it when something looks embarrassing or awkward [5].

The popular TikTok term "FYP" means "For You Page." It refers to the main page on TikTok where users see recommended videos.

People also use the phrase "she ate" to praise someone who did something very well, especially in fashion, makeup, or performance [3].

These words became popular on TikTok and later started to appear in everyday conversations, online communication, and media.

Conclusions. TikTok plays an important role in the development of modern slang. The platform helps new words appear and spread very fast. Many expressions from TikTok become part of everyday language and influence modern communication.

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HOW SOCIETY AFFECTS PEOPLE WITH PTSD

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Problem Statement. Post-traumatic stress disorder (PTSD) is a complex mental condition that arises as a result of experiencing traumatic events that go beyond ordinary human experience, such as combat, captivity, or natural disasters. Modern

research emphasizes that PTSD cannot be viewed solely as an intrapsychic problem of an individual; the social context plays a key role in its development and course. The problem of societal influence becomes particularly acute in the context of military actions currently taking place in Ukraine, where veterans and civilians often return to environments unprepared to accept traumatized individuals. Misunderstanding from family and social expectations to "be strong" can become an additional pressure instead of support, making PTSD a large-scale socio-psychological crisis where professional resources are insufficient.

Research Aim and Objectives. The aim of the study is to analyze how society affects people with PTSD and to determine the social factors that influence the recovery and adaptation process. The research objectives include:

– To define the nature of PTSD and the role of social support in the dynamics of the disorder.
– To identify the negative impacts of stigmatization and social isolation on affected individuals.
– To examine the specific challenges faced by veterans and civilians in the context of the war in Ukraine.
– To outline the importance of state support systems and public education in forming a culture of mental health.

Methods and Research Material Presentation. The study highlights that interpersonal relationships, family understanding, and professional psychological assistance strengthen the sense of safety and belonging. Conversely, society can act as a negative factor through the stigmatization of mental disorders, where psychological difficulties are perceived as a sign of weakness. The research material emphasizes that social expectations for quick adaptation return to normal life can complicate reintegration for those who have experienced combat. Furthermore, the role of socially oriented programs, community initiatives, and educational campaigns is presented as a critical condition for reducing stigma and improving treatment effectiveness.

Research Results. Individuals with high levels of social support demonstrate significantly better psychological recovery outcomes, showing reduced intensity in symptoms like intrusive memories and emotional numbness. On the other hand, stigmatization leads to internal stigma, lower self-esteem, and an increased risk of chronic PTSD, depression, and suicidal tendencies. In countries with well-developed rehabilitation systems, a large share of people with PTSD successfully return to productive lives. Public awareness and an atmosphere of acceptance are proven to be decisive factors that significantly improve social adaptation and the overall effectiveness of treatment.

Conclusions and Perspectives for Further Research. Social influence is a decisive factor in the recovery process for people with PTSD; while a supportive environment promotes a return to a fulfilling life, stigma and isolation worsen symptoms. Therefore, PTSD must be considered not just an individual issue but a socio-psychological phenomenon requiring comprehensive societal solutions, including fostered empathy and professional support. Perspectives for further research include developing specific community-based rehabilitation models and

studying the long-term impact of volunteer movements on the reintegration of veterans in post-war Ukraine.

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FRAMING OF CULTURAL NEWS AS A TOOL FOR NATION BRANDING IN UKRAINIAN AND BRITISH MEDIA DISCOURSES: A COMPARATIVE ANALYSIS

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Problem Statement. In the modern paradigm of international communication, cultural news has evolved beyond mere entertainment. Today, it serves as a powerful tool for strategic framing that shapes a country's perception on the global stage, influencing its investment attractiveness and the development of creative industries. A comparative analysis of Ukrainian and British media discourses reveals distinct approaches to constructing cultural meanings: British media possess long-standing traditions of framing culture as a "national brand," whereas Ukrainian media are currently undergoing a transformation from postmodern to wartime and post-colonial framing.

Objectives. The aim of this study is to identify the typology of frames used in cultural news within Ukrainian and British media and to determine how these frames function as instruments of nation branding in the global information space.

Methods. The research is based on a comparative analysis of digital content from leading outlets (e.g., BBC, The Guardian, Suspilne Kultura). The study employs

frame analysis to identify dominant narratives and a functional approach to evaluate culture as a component of "soft power."

Results. The study identifies three key areas of divergence. First, **British discourse** is characterized by "Culture as Global Heritage" and "Economic Value" frames, where art is often treated as a successful business case. Second, **Ukrainian discourse** is dominated by "Culture as Resistance" and "Identity" frames, focusing on agency and decolonization since 2022. While the UK focuses on institutions and market value, Ukraine emphasizes personalities (artists at the front) and heritage preservation. Third, the **comparative aspect** shows that both discourses are shifting toward multimodal framing on digital platforms, where visual content becomes as significant as the text.

Conclusions. The framing of cultural news is a deliberate tool of nation branding. Ukrainian media discourse has the potential to transition toward more pragmatic, business-oriented models by adopting the British experience of presenting culture as a profitable economic sector. Conversely, the British media model can be enriched by Ukrainian cases of rapid cultural adaptation to crisis conditions.

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HUME'S SKEPTICISM AND ITS INFLUENCE ON CONTEMPORARY PHILOSOPHY

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Problem Statement. David Hume questions the traditional categories of metaphysics – material and spiritual substance, God, the stability of the «self» and causality – emphasizing perception and experience as the foundation of knowledge. Hume does not reject cognition; rather, he proposes a «science of human nature» based on observation, the experimental method, and the analysis of experience. Doubt in his methodology serves as a tool of inquiry rather than an end in itself, which distinguishes his approach from extreme skeptical traditions. The problem facing contemporary scholars is to understand how the principles of Humean scientific skepticism continue to shape modern philosophical and scientific practice.

Objectives. The aim of this paper is to examine David Hume's skepticism and its influence on contemporary philosophical thought.

To achieve this aim, the following tasks are addressed:

1. Examine David Hume's main ideas regarding the nature of knowledge, morality, and the laws of association.
2 Analyze the influence of Humean skepticism on the development of modern philosophy.

Methods and Results. David Hume was a Scottish philosopher, historian, economist, and essayist, the author of major works such as A Treatise of Human Nature and Dialogues Concerning Natural Religion, which became part of the canon of Western philosophy. He explored the interrelations of ideas, the nature of morality and passions, employing the experimental method and the method of doubt, combining them for the critical analysis of claims.

Hume referred to his philosophy as academic, as it opposed the dogmatism and scholasticism of public philosophy. He criticized extreme skepticism, which denied the possibility of cognition, while advocating a constructive approach to the study of human nature. Although his ideas are often interpreted as moderate skepticism due to his denial of material and spiritual substance, it is more accurate to speak of scientific skepticism – doubt as a method of inquiry. Hume did not deny the existence of the external world; rather, he critically analyzed abstract notions such as matter and God, focusing on experience and perception as the basis of knowledge.

The term «skepticism» is often used in relation to art, where works symbolize doubt in God, political decisions, or social ideals. Today, such doubt rarely has a constructive character: works often merely criticize or distort values such as love,

friendship, and respect, evoking emotional reactions in the viewer – revulsion, disgust, or a desire to forget.

The task of the modern artist is to affect the viewer emotionally rather than to form new norms or improve society. In contrast, in Hume's philosophy, doubt has a constructive character: it does not call for the suspension of judgment but proposes the creation of a «science of human nature» based on observation, the experimental method, and human experience, which serves as the foundation for further knowledge.

By rejecting both material and spiritual substance, Hume finds himself in a complex position. Traditionally, philosophers of the early modern period began their systems with certain constants: for Rene Descartes and the rationalists, these were material and spiritual substances and God; for empiricists, human experience. In John Locke's philosophy, the constant was material substance; in George Berkeley's, spiritual substance and God. Hume, however, relies solely on experience, which requires a new explanation of the foundations of philosophical theory.

He argues that, since we do not know the external world directly, we can operate only with given perceptions. His task is the analysis of ready-made perceptions, which become the basis for further mental activity and the development of a philosophical system. Such an approach contradicts the ideal of non-action and suspension of judgment proposed by Sextus Empiricus.

In the introduction to A Treatise of Human Nature, Hume defines the necessary qualities of a philosopher: in addition to quick perception, one must understand the structure and operations of the mind, as well as the functioning of passions and sensations through which one distinguishes vice from virtue. Thus, a true thinker is capable of making judgments about moral actions, which also contradicts the ideal of refraining from judgment.

The philosophical legacy of David Hume still has significant heuristic potential today. This is evidenced by the interest of contemporary thinkers in his critical methodology and new interpretations of his political-economic and epistemological ideas. Despite his aspiration for systematization, Hume did not create a complete concept of the soul or subject, and during his lifetime in Britain his views were received with restraint. In contrast, in Europe – especially in Germany – his «mental geography» had a considerable influence, particularly on Johann Nikolaus Tetens.

Decisive for the development of philosophical psychology was Hume's denial of spiritual substance as an autonomous reality: the world is reduced to a set of perceptions. Paradoxical for the eighteenth century, this position gained broader recognition only in the late nineteenth and early twentieth centuries, with the development of psychologistic approaches.

Equally important is Hume's formulation of the laws of association, applied to explain the psyche, science, morality, and religion. This influenced the emergence of analytic philosophy, empirical psychology, pragmatism, and post-positivism. Humean skepticism, aimed at reassessing the capacities of reason, stimulated new approaches to causality, the objectivity of knowledge, and subjective experience. In contemporary philosophy, it continues to develop within analytic epistemology, theories of consciousness, and debates on the limits of the scientific method.

Conclusions. David Hume's skepticism became one of the key intellectual impulses for the development of modern philosophy. By questioning the concepts of causality, the stability of the «self» and the objectivity of knowledge, Hume formed a methodological approach that directs thinkers not toward dogmatic truths but toward the critical analysis of experience and the limits of human reason. His ideas laid the groundwork for analytic philosophy, modern epistemology, psychologistic concepts, and post-positivism. By revealing the limitations of rational foundations while emphasizing the necessity of investigative doubt, Hume set the direction in which discussions about the nature of knowledge, consciousness, and the scientific method continue to unfold today. His skeptical methodology not only rethought the philosophy of his time but also became an important tool of contemporary critical thought.

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EATING DISORDERS. ESSENCE, THERAPY, AND FORMATION UNDER THE INFLUENCE OF SOCIETY

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Problem statement: a study of various sources of information, both foreign and Ukrainian, has established that eating disorders (ED) are mental disorders in which a person uses control over food to cope with feelings and other situations. Unhealthy eating behaviors can include excessive or insufficient food consumption, as well as

concerns about weight or body shape[11]. EDs are a complex phenomenon that is partly influenced by sociocultural factors. The ideal of a slim body in Western civilization, which is promoted by the media and reinforced by the fashion industry, plays an important role. In this cultural environment, there has been a change in the social perception of the human body. In order to understand the phenomenon of eating disorders, it is important to determine the role that the human body plays in social life. Everything we feel in society depends on our perception of our own body, which in turn shapes our daily interactions with others. The idea that the body is a symbol and object of control is quite common in the field of sociological science. Sociologist Norbert Elias argued that during the "civilization process," Europeans became internally aware of social forms of control over themselves. Thus, through an understanding of the influence of social norms and control, we can accept and regulate our eating habits. Elias argues that over time, from external forms of social control, such as prohibitions and instructions, we begin to internalize these norms and control our behavior from within. In the context of eating disorders, this may mean that ideals about appearance, body norms, and control over food can become an internal form of control that influences our attitude towards food and our own bodies. [3]. [6]

Research Aim and Objectives: the aim of the study is to establish the essence, therapy, and formation of eating disorders under the influence of society. The research objectives include:

– To define the essence of eating disorders and their main types.
– To analyze psychological and social risk factors for developing EDs.
– To determine the role of the family and sociocultural environment in the development of unhealthy eating habits.
– To outline the stages of diagnosis and comprehensive treatment methods.

Methods and Research Material Presentation: EDs are a complex phenomenon that is partly influenced by sociocultural factors. The ideal of a slim body in Western civilization, which is promoted by the media and reinforced by the fashion industry, plays an important role. In this cultural environment, there has been a change in the social perception of the human body [12]. In order to understand the phenomenon of eating disorders, it is important to determine the role that the human body plays in social life. Everything we feel in society depends on our perception of our own body, which in turn shapes our daily interactions with others ([9], p. 2). However, it is impossible to ignore the fact that some of these norms can cause irreparable damage to health and well-being. The idea that the body is a symbol and object of control is quite common in the field of sociological science. Sociologist Norbert Elias argued that during the “civilization process” [8], Europeans became internally aware of social forms of control over themselves. Thus, through an understanding of the influence of social norms and control, we can accept and regulate our eating habits. Elias argues that over time, from external forms of social control, such as prohibitions and instructions, we begin to internalize these norms and control our behavior from within. In the context of eating disorders, this may mean that ideals about appearance, body norms, and control over food can become an

internal form of control that influences our attitude towards food and our own bodies [2, pp. 6-7].

Psychological risk factors for developing eating disorders include: perfectionism, especially self-oriented perfectionism; cognitive rigidity, difficulty switching between tasks or mental states; impulsivity, a tendency to act without considering the consequences under the influence of negative emotions; emotional dysregulation—difficulty regulating emotions or low emotional awareness; avoidance motivation—a tendency to avoid thoughts, feelings, or actions that cause distress; body dissatisfaction; personal history of mental illness - a significant proportion of people with eating disorders have mood disorders such as depression and anxiety disorders (generalized anxiety, social phobia, OCD) even before the onset of eating disorders. Social factors that contribute to the development of EDs include: weight stigma - discrimination or stereotypes based on a person's weight. Constant messages that "thinner is better" increase body dissatisfaction and can lead to overeating, food restriction, or full-blown eating disorders.

Bullying, especially weight-related bullying, is a risk factor for many eating disorders. Internalization of ideal appearance. Acceptance of socially constructed "ideal body" increases the risk of eating disorders, increasing the likelihood of dieting and food restriction. Acculturation. People from racial and ethnic minorities, especially during rapid Westernization, may be at increased risk due to a combination of stress, acculturation processes, and attitudes toward their own bodies. Personal experience of trauma. A significant proportion of people with eating disorders have experienced physical, sexual, or emotional abuse, and childhood trauma can be a risk factor for all types of eating disorders. [10] In addition, the family plays a significant role in the development of EDs, as it is in these circumstances that a person's attitude towards food, eating habits, and relationship with their body are formed. For example, a person may constantly overeat because they often heard the phrase "you can't leave the table until you finish everything on your plate" as a child.

Research Results: it is also important to note that people suffering from may be subject to social condemnation because they "do not look like a sick person," and most people perceive only anorexia as an eating disorder. Society, the media, and social networks have created a collective image of a person with RHD: a painfully thin person who critically restricts their food intake. Eating disorders and their prevention require increased attention to the slightest symptoms and regular monitoring of the behavior of people prone to ED. The diagnosis of EDs consists of several important stages: a medical examination, a psychological assessment of the patient's attitude towards their body and food, as well as the presence of emotional problems such as anxiety, depression, or low self-esteem. Special tests for eating disorders are used, such as EAT-26 (Eating Attitudes Test [7]) or SCOFF (an acronym for a short screening questionnaire, S – Sick; C – Control; O – One stone; F – Fat; F – Food) DSM-5 The Diagnostic and Statistical Manual of Mental Disorders, 5th Edition (DSM-5) and ICD-11 (the eleventh revision of the International Statistical Classification of Diseases [4]) are international classification systems that help to accurately determine what type of ED a person has. They contain clear diagnostic criteria for disorders such as anorexia, bulimia, and binge eating. Doctors and loved

ones can observe behavioral changes such as refusal to eat, excessive physical activity, or social isolation, which may indicate an eating disorder. Treatment requires a comprehensive approach. People with serious physical complications may need to be hospitalized. Cognitive behavioral therapy (CBT) is the main treatment method, as it helps to change negative thoughts and behavioral habits. Eating disorders and their prevention often require the help of a dietitian to help establish healthy eating habits and gradually restore a normal diet. Antidepressants and other medications may also be used to reduce anxiety and depression associated with EDs. Rehabilitation, consisting of regular support through counseling and participation in support groups, is important for sustained recovery [1].

Conclusions and Perspectives for Further Research: eating disorders are a complex multifactorial phenomenon, the formation of which combines biological, psychological, and sociocultural influences. Social norms regarding the “ideal body,” media standards of appearance, spontaneous pressure from society, and the family environment shape a person's perception of the acceptability of their own body and ways to control it. An important aspect is that a person's appearance does not always reflect the presence or severity of an eating disorder, so societal perceptions of a “typical patient” are often misleading and interfere with the timely detection of the disorder. Therefore, eating disorders require a careful and sensitive approach. Only an understanding of their multidimensional nature and timely intervention can ensure effective help, promote recovery and prevent relapses, as well as shape a healthier and more inclusive attitude towards the body and eating behaviour in society.

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GROUP PRESSURE AS SOCIAL PHENOMENON

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Problem Statement. One of the phenomena of group dynamics is conformism, which in everyday life is often interpreted as adaptation or compliance. In socio-psychological literature, the term "conformity" is used to characterize an individual's position in relation to the principles of a group in which they are involved. Conformism is the act of aligning attitudes, beliefs, and behavior with group norms. This issue is revealed through various concepts such as group pressure, social influence, and influence at the group level, making it a central theme in the study of social interactions and the functioning of societies.

Research Aim and Objectives. The aim of the study is to explore group pressure as a social phenomenon and define the characteristics of conformism and conformity.

The research objectives include:

– To define the essence of conformism and group norms.
– To analyze the characteristics of norms functioning within a small group.
– To investigate the positive and negative manifestations of conformism in social development.
– To identify the factors that determine the level of conformity at the individual level.

Methods and Research Material Presentation. Group norms are examined as a system of rules developed by a group that regulate relationships among its members. Social psychologists R. L. Krichevsky and E. M. Dubovskaya provide general characteristics for these norms, noting they are interaction results significant for group life and differ in their degree of acceptance and permissible deviance. The study also looks at conformism as a catalyst for maintaining social norms, starting from childhood. Furthermore, the research discusses conformism as a group phenomenon influenced by factors such as group size, unanimity, cohesion, and status.

Research Results. Conformity is observed when a conflict between an individual's opinion and the group's opinion is resolved in favor of the group. Norms in small groups act as behavioral standards and can be introduced from outside or generated through internal interaction. Conformism acts as a positive force that enables society to function and self-regulate by eliminating destructive behaviors. Additionally, conformity is characterized as an individual's ability to respond to real or imagined pressure, leading to changes in behavior and alignment with a previously unshared position.

Conclusions and Perspectives for Further Research. Conformism is inherently the alignment of an individual with general group rules and principles. It is a dual phenomenon that can be evaluated positively for its role in social maintenance or negatively for its pressure on the individual. Future research could focus on how digital communication and online group dynamics affect conformism levels compared to traditional small groups. Understanding these mechanisms is essential for regulating social interactions and ensuring the proper development of individuals within various social structures.

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CRISIS COMMUNICATIONS OF INTERNATIONAL MEDIA AGENCIES: STRATEGIES FOR APOLOGIZING TO FOREIGN AUDIENCES

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Problem Statement. Today, with news spreading almost instantly, global outlets like Reuters, BBC, and CNN are under constant pressure. The risk of making a mistake or misjudging a cultural context has never been higher. For these media giants, a crisis is not just about a wrong fact; it is a direct hit to their reputation in different parts of the world. That is why mastering "international apologies" is so

vital - it is the only way to keep the audience's trust when working across different cultures.

Objectives. This study aims to figure out how top media holdings handle crisis situations and to see which of their apology strategies actually work when they talk to a global audience.

Methods. My research follows the crisis response model proposed by Amanda Coleman, with a specific focus on how companies "Respond" and "Recover" in a global setting. I used a comparative approach to look at the official editorial standards of the BBC, CNN, and Reuters. The goal was to find specific language patterns and rhetorical tricks they use to protect their image in various cultural environments [2,3,4].

Results. It is clear that international media are moving away from dry, "corporate" talk. Instead, they are trying to sound more human and transparent. When a mistake happens, they do not just post one statement; they adapt their tone for different platforms and regions. A key finding is that an apology only works if it shows "intercultural sensitivity" - meaning the agency understands why a specific mistake was offensive in, say, the Middle East compared to Europe. Following Coleman's ideas, the most effective cases involved admitting the error immediately and talking directly to the people affected.

Conclusions. Crisis communication in global media is becoming all about radical transparency. You cannot just translate an apology into another language; you have to adapt it to the local culture and actually take responsibility. For future journalists and PR specialists, these "intercultural" skills will be essential for surviving in the complex world of international business.

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CHANGES IN SLANG THROUGHOUT THE YEARS

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Problem statement. In modern society, slang plays a significant role in everyday communication: it reflects culture, technological progress, and social values. Slang adapts to our reality, reflecting the pace of everyday life and changes in social interactions. Over time, slang undergoes noticeable transformations in form, meaning, and function, which leads to significant changes in grammar. Words may be shortened, combined, or completely change their meaning. Understanding them helps to observe and analyze the flexibility of language and its deeper meaning.

Objectives. The primary objectives of this research are to analyze the changes in slang that have occurred over the years, to identify the main word-formation processes used in slang, and to examine how social and technological factors influence modern slang usage.

Methods. To begin with, older slang often focuses on social labeling and group identity, as it wasn't seen as a wrong thing at the time. Hence, there were many offensive words. For example, the word "chav." It describes a usually young person whose behavior and appearance show lack of education and low social class. The word is very similar to other words, such as chauvinism (typically an unreasonable belief that your country is better than others or that men are better than women), but it actually came from the Romani "chavo" (baby, child). It shows that even the simplest word can change its meaning depending on a context. However, it is not impossible to understand where it comes from, since children are perceived as innocent and therefore less knowledgeable, and there is a common misconception about poor people being less intelligent. There is no surprise that this word obtained this meaning. However, as time went on, people started to realize their mistakes. Using offensive words became a thing looked down upon, which led to the creation of words centered on emotional reactions rather than humiliation of the opponent. Such as the word "cringe," which describes something embarrassing or awkward. Instead of calling people unintelligent, people started focusing on the effects of their actions, showing their dislike of them, instead of outright humiliating the person. Of course, lots of people call others cringe, but it doesn't hold the same offensive meaning as the word "chav" anymore. It doesn't mean that the culture of shaming people has vanished, as it is still being used to embarrass people for something, but now it is perceived differently. Shortening and blending are also common methods used in slang, and they really show the changes in the society that were brought by technology. As the world began slowly gaining momentum, it became less common to use normal wording, as it wasn't convenient. It is even more understandable when

you consider the progress at that time. Lots of people used flip phones that had small keyboards, so it was more difficult to type than now. People started blending words or using abbreviations instead of writing the whole phrase to make texting quicker and easier. That led to the creation of the words “neek” (nerd and geek), “chillax” (chill and relax), and an iconic abbreviation “LOL” that meant “laughing out loud.” Not only does it make texting faster, but it also helps with expressing emotions through text. And that is why abbreviations have carried on to the present day. The pace of the world has changed significantly: new expressions are spread rapidly, often becoming outdated within months. In the past, new words were more localized, and therefore they were spreading slowly. Now it is easier to popularize a new word because of the existence of social media, mainly TikTok.

Results. At first, slang was more common amongst teenagers, which is understandable because they are prone to changes as well as the creation of words. But as time went on, it became popular amongst everyone. Socialization was the driving factor in this, as people can’t survive alone, so they search for different methods of communication. With technology becoming common, people started creating methods to make it resemble real human conversation, which is quick and doesn’t require a lot of effort. However, not every slang word is created for convenience only. Some of them were offensive words used for humiliating people. Considering the time and that teenagers were the ones to popularize the phenomenon, it is not surprising at all, since it was normalized at the time. As time went on, people learned from their mistakes and shifted the focus and main purpose of slang. Now, it is mainly used for naming social occurrences, feelings, and jokes.

Conclusions. Ultimately, slang is just one of the tools of communication, and only the person using it dictates its meaning. Today, slang is not considered a serious phenomenon. It is mainly used to joke about something and express one’s opinion. This is a sign of a major cultural change. People stopped putting a lot of meaning in it, instead focusing on expressing themselves, further proving my point. All in all, slang is an interesting linguistic phenomenon that reflects the society’s mind. It is quirky and random, just as it was intended to be perceived since the very start.

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THE ROLE OF LANGUAGE IN SHAPING CULTURAL IDENTITY

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Problem Statement. Language and culture are closely interconnected and mutually influential. In modern linguistics, language is viewed not only as a means of communication but also as a key factor in shaping identity and preserving cultural heritage. Scholars emphasize that language serves as a medium for cultural transmission and social interaction [2]. In the context of globalization, the dominance of widely used languages increases the risk of cultural homogenization, making the issue of language preservation especially relevant. In the Ukrainian context, language has acquired particular importance due to social and political changes, functioning as a marker of national identity and cultural resilience.

Objectives. The aim of this research is to examine the role of language in shaping cultural identity, focusing on contemporary sociolinguistic processes. The objectives include analyzing the relationship between language and cultural identity, exploring how language reflects social and cultural values, investigating the role of the Ukrainian language in identity formation, and examining the influence of globalization and multilingualism on linguistic practices.

Methods. The study is based on the theoretical analysis of linguistic and sociolinguistic sources, as well as elements of qualitative analysis of language use in modern communication. Descriptive and comparative methods are applied to examine how language functions in different cultural and social contexts. Particular attention is paid to current linguistic practices, including media discourse and everyday communication.

Results. The findings confirm that language plays a crucial role in shaping both individual and collective identity. According to research, language is an essential component of personal and social identity [3]. It reflects cultural values, traditions, and historical experience. In Ukraine, the use of the Ukrainian language has significantly increased in public communication, media, and education, demonstrating how language functions as a tool of cultural consolidation and national unity. Studies show that language choice often signals social belonging and ideological position [1]. In addition, multilingualism contributes to the flexibility of identity, allowing individuals to navigate between different cultural environments, while the preservation of the mother tongue remains crucial for maintaining cultural uniqueness.

Conclusions. Language is a fundamental element of cultural identity and a powerful instrument of social integration. It not only reflects but also actively shapes cultural and national consciousness. Future research may focus on the impact of

digital communication and social media on language transformation, as well as on strategies for strengthening the role of national languages in multicultural societies.

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THE INSEPARABILITY OF LANGUAGE AND ART IN THEIR COMMON DEVELOPMENT

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Problem statement. Humanity came a long way to reach where we are now. Through its history, two things were closely following humankind's development — languages and art. Both had a close role, serving as a tool for establishing communication, expressing feelings, thoughts, and even establishing certain social roles at times. What's more, we aren’t sure of when exactly both first arise, but we have records of history that allow us to trace their advancements throughout centuries. The question is: how did two of those fields interact and evolve? Which one had greater influence over another? Would one be able to develop without another? Given how closely even now, at the age of technology, art and languages remain related, the question also remains relevant.

Objectives. This research objective is to compare the history of art and language development and to understand their influence on each other through historical proofs and analysis.

Methods. The first step is delving into history. It’s important to remember that different languages have had different experiences of development, as well as art connected to said languages, therefore for this research history of international language, English, will be used, for overall comparison would be hard to conduct in one research.

As it is known, art is one of the oldest tools of communication. Prehistoric cave paintings, petroglyphs, and carvings served as visual messages representing tangible objects, stories, and information long before the development of written language.

That's what started the mechanism of long-term development of different art forms in the future. If we try to divide art into certain periods of evolution, we receive around nine major periods, each one unique in their own way. To conduct a meaningful comparison, each period of English language development will be followed by an artistic period prevailing at said time, as well as social context of the century.

Results. Old English (500 – 1100). Period fully followed by Medieval art. At that time, culture was mainly oral: stories, myths, and heroic poems were spoken rather than written. Works like Beowulf reflect a highly formulaic poetic style, where alliteration and rhythm were essential not only for artistic beauty but also for memorization and transmission. This directly influenced the structure of the language itself: Old English preserved complex inflectional endings and flexible word order, which supported poetic variation and stylistic richness. At the same time, monastic reforms fostered a "renaissance of culture, literature and art" in Anglo-Saxon England, where illuminated manuscripts and Latin learning shaped written English traditions.

Middle English (1100 – 1500). This period saw both Medieval and the start of the Renaissance Period. The relationship between language and art shifted due to dramatic social change, especially after the Norman Conquest, which led to French dominating over English in questions of status. This had a direct impact on both language and art due to English absorbing large amounts of French and Latin vocabulary, especially in fields like law, religion, and inevitably art and literature. At the same time, literary art began to move from solely religious themes to more diverse narratives. The rise of writers like Chaucer demonstrates how art helped legitimize English again as a literary language. His works show a mix of French stylistics with English linguistic structure, reflecting the cultural identity of the time. The simplification of grammar of the period made English more accessible and adaptable, which in turn allowed literature to reach broader audiences. In this way, social hierarchy, artistic innovation, and linguistic change were tightly interconnected. Art not only reflected linguistic change but helped to standardize the English language and foster it to broader audiences.

Early Modern English (1500 – 1800). Just like the last one, this period of English language development was followed by multiple art periods, but this time it was Renaissance, Baroque and Neoclassicism periods. This was a time when art, science, and humanism bloomed. English language was also greatly influenced by borrowing words from other languages, such as Latin and Greek. During said time, theater and drama gained a lot of popularity, and one of the most famous writers, Shakespeare, who can also be called one of the fathers of English language, was the one to develop this field the most, contributing not only to art development, but to language as well by creating over 1700 new English words to reach better artistic expression. Meanwhile, phonological changes like the Great Vowel Shift altered pronunciation dramatically, further distinguishing spoken and written forms. In this period, art became a driving force of linguistic innovation, while language enabled more nuanced and expressive artistic forms.

Late Modern English (1800 – present). This period is being influenced every second, but since we're taking a tour into history: it is not only defined by the

Contemporary Period, but also by Romantic, Realistic, and Modern Periods. The connection between language and art has become global. The Industrial Revolution and the expansion of the British Empire caused English vocabulary to become more standardized. Advances in typography and printing influenced how language was presented and consumed, making reading more accessible and widespread. At the same time, artistic movements shaped stylistic choices in language, from emotional expressiveness to simplicity and clarity. Art became a vehicle for spreading new ways of speaking, and at the same time, artistic trends kept pushing language in new directions.

Conclusions. Art and the English language did not simply develop side by side but actively shaped one another. Language provides structure and meaning to artistic ideas, fostering deeper understanding and process of formation of new artistic ideas. Art provides emotional depth and creative energy to language, playing a role in shaping the way people speak and think through artistic movements, and creating new words and vocabulary to reach deeper thoughts and emotions. While language has changed and a lot of words are not being used anymore, art has helped to preserve ideas from the past.

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PODCASTING AS A MEANS OF RESEARCH AND POPULARIZATION OF LITERATURE

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Problem Statement. Society changes daily and rapidly and sometimes it needs some instruments for integration of education stuff into daily basis. Our purpose now

is to talk about one of those tools that became noticeably well-known around modern people.Podcasts are our new way of transmission of information.

Objectives. The primary objectives of this research are to show and discuss new methods of developing literary and other knowledge.

Methods. The topic of the work allows us to be flexible in our approaches. We are mostly guided by our own experience and the experience of users, as well as common trends of today.

The term “podcast” was first used by BBC journalist Ben Hammersley during writing an article for The Guardian newspaper. The word itself is something normally called a blend word but also known as a portmanteau for the linguists. It means it is actually created from two separate words - ipod and broadcast in this case. [1]

The next thing that would be interesting for us is the definition of the word itself. So what exactly is known behind the term “podcast"? That's a series of audio episodes you can listen to online or download. It focuses on audio content, as already mentioned, but also can be followed by video. There are plenty of those scattered across platform YouTube. According to personal experience as a listener but also a podcast maker, the ones with video accompaniment are even more popular since people love to be given a choice.

Podcasting is a relatively new thing for our media space. The term mentioned above ages only to 2004, for example. Every next year these audios slowly gained public recognition and popularity. Such a plot twist wasn't quite surprising though - podcasts had every right to become a new big thing in our media landscape. This genre of the content is ideal for our modern way of life which cannot be described as some kind of slow. It is fast and needs flexible and accessible content which can fit a busy lifestyle. The new generation can't help but multitask in their daily life and there is nothing better than having a podcast as a background to it.

These audio episodes can contain a wide range of information. Ukraine and any other country can easily offer some educational or pop science podcasts but also have highly quality ones for entertainment. You literally have to try pretty hard to run out of options.

But literature as a main focus was chosen purposefully. We have more general knowledge at this particular topic of discussion since I am a designer and co-host of podcast “Vox Alte” [2] that is dedicated to culture and literature in particular. The whole ptoject is done by students of Ivan Franko National University of Lviv. We are most focused on the younger generation so we can confidently talk about popularization of reading culture among them. Our project exists in the media landscape not for that long yet but we already can see tendencies of young people being highly interested in raised topics. This is because nowadays people in Ukraine are pretty conscious of their own culture and only want to extend their knowledge. We came a long and challenging way to become this conscious so now should never lose the characteristic.

After being temporarily forgotten because of Internet domination, literature returns the passion it used to receive. Small and big projects like ours help this process by raising different related topics and showing various sides of reading. But also we encourage exploration. One episode of a podcast can have a duration of two

hours. It is considered long but if we think of it, we can't fit much into such timing. We always have more and more to add as there is plenty of information that shoul be talked about. But we can be a starting point for someone to continue exploring and discovering hidden gems of literature history themselves.

We really would love “Vox Alte” [2] to grow and benefit the society with its content. There are more literature alternatives to watch and listen to, if our podcast doesn't cover all needs of a potential listener just yet. And it is rather a good thing then not. Because it gives our team a room for growing and improving. When we were just getting started, we analyzed the market to find competitors and see what we have to do to work for the target audience. That is how we found “The Smell of a Word”[3]or "Suspline.Culture"[4] that can be another option for someone eager to deepen knowledge about literature. These projects are supported by public feedback. So the topic itself doesn't lose people's interest and still can be processed in different ways. Podcasting is just a perfect way for it to be part of someone's busy routine.

Results. Podcasting has long since gone beyond its homeland. Now the development of this media method is actively broadcast among the younger generation and has received considerable response. Many people choose to listen to new information on a par with music while on the go or doing household chores.

Conclusions. Literature is now widely discussed, and anyone who wants to can immerse themselves in it on occasion. Among the list of all the possibilities of various ways to do this, podcasts take the top spot.

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COMPARATIVE ANALYSIS OF LEXICAL FEATURES IN CONTEMPORARY BRITISH AND AMERICAN POP LYRICS

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Problem Statement. The dominance of English as a global lingua franca has facilitated international communication but raised significant questions regarding the preservation of cultural identity within popular discourse. In the modern globalised world, popular music serves as a primary medium for linguistic exchange. However,

the tension between the "neutralisation" of language to reach a global audience and the use of "cultural saturation" to maintain regional authenticity remains a complex sociolinguistic issue. The innovative use of regional lexical markers, toponyms, and colloquialisms in lyrics plays a crucial role in shaping an artist's brand and cultural footprint. This study aims to investigate the extent to which contemporary British and American pop lyrics reflect regional linguistic identities versus standardised "Global English."

Objectives. The primary objectives of this research are to investigate the potential lexical variations between British and American pop lyrics in the context of globalisation, to analyse the linguistic strategies of "neutralisation" and "cultural saturation" employed by contemporary artists, to evaluate the role of specific lexical markers (toponyms, brands, and realia) in preserving national identity within the music industry, and to assess the long-term implications of linguistic standardisation on the diversity of contemporary English lyrics.

Methods. English has functioned as an international language for centuries, but its role in popular culture expanded significantly with the global influence of the USA and the British Empire in the 20th century. A prominent British linguist, David Crystal [1], in his foundational theory of English as a global language, states that a language becomes global due to the economic and cultural power of its speakers. In the digital age, this power is manifested through streaming platforms and social media. This research is underpinned by the framework of sociolinguistic variation and dialect contact [4]. The study employs a combination of lexical and comparative analysis focusing on four representative cases introduced by Ed Sheeran and Coldplay (UK), and Lana Del Rey and Imagine Dragons (US). By utilising data from the Corpus of Contemporary American English (COCA) [3], the study examines high-frequency metaphors versus localised vocabulary. The research identifies two primary models such as the paradigm of cultural saturation, utilising dense regional markers to foster trust and authenticity and the paradigm of neutralisation, employing simplified, "Global English" to increase marketability and reduce communicative barriers.

Results. The findings of this research demonstrate significant differences in how British and American artists manage their linguistic identities. Artists like Lana Del Rey and Ed Sheeran follow the paradigm of cultural saturation. Del Rey’s lyrics feature a high density of American-specific toponyms (The Hamptons) and cinematic realia (Chevron, trailer parks), creating a cinematographic "Americana" brand. Conversely, Ed Sheeran utilises British and Irish identifiers (Gaelic ink, cèilidh, Grafton Street) and colloquialisms (thrifty, reckon) to establish a "grounded" persona. In contrast, a scientific tendency toward neutralisation is observed in the works of Coldplay and Imagine Dragons. Their lexical choices gravitate toward universal, high-frequency metaphors (stars, sky, home, dreams). This strategy minimises cultural distance and facilitates easier global consumption. However, the study finds that while the vocabulary is often standardised, phonetic markers (such as rhoticity or the broad-A sound) remain stable indicators of national origin, even in neutralised tracks.

Conclusions. The rise of English as a global music language has profound implications for cultural identity. While "neutralisation" facilitates international cooperation and economic reach, it poses a potential threat to the preservation of regional linguistic nuances. A strong "linguistic brand" built through cultural saturation establishes professionals as reliable and authentic authorities in their genre. By recognising both the stabilising power of standardised English and the expressive potential of regional dialects, we can better understand the complex dynamics of modern cross-cultural discourse.

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INDIVIDUALISM VS COLLECTIVISM IN MODERN SOCIETY

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Problem Statement. In the contemporary development of Ukrainian statehood, legal mentality plays a significant role as a component of legal consciousness, reflecting the juridical experience of the people and serving as an important element of national self-identification. Throughout its history, the Ukrainian state has defended its right to independence, while the formation of its legal mentality has been influenced by foreign legal systems and by a combination of collectivist and individualist vectors.

Purpose of the Study. The aim of this research is to conduct a historical and legal analysis of collectivism and individualism as factors in the formation of the legal mentality of the Ukrainian people; to examine the role of collectivist and individualist principles in the state-legal evolution of society; and to identify the

specific features of the legal mentality of Ukrainian society.

Objectives:

– To conduct a historical and legal study of the foundations of collectivism and individualism in the context of the formation of legal mentality.
– To analyze the implementation of collectivist and individualist principles in state-legal .
– To identify the characteristic features of the legal mentality of the Ukrainian people.

Main Body. Scholars note that the dualistic concept of civilization, which develops between collectivist and individualist models, is gaining increasing recognition. Under their influence, societies are divided into those that prioritize the collective and those that prioritize the individual and their rights. The Western legal tradition is characterized by the autonomy of law from ethics, religion, and politics, as well as an orientation toward rights and freedoms. In contrast, the Eastern tradition is based on the dominance of the state apparatus and the priority of legal obligations.

The conce evolution pt of dividing cultures into collectivist and individualist emerged in the 1960s–1970s and is associated with the Dutch psychologist Geert Hofstede. The category of collectivism–individualism is applied in analyzing human activity in communication, family, personal, and professional relationships, including the sphere of state and legal reality. The legal system encompasses legal culture, ideological concepts, consciousness, mentality, traditional practices, and other components related to social existence and moral orientations [1].

At all stages of the historical evolution of Ukrainian society, one can observe the confrontation between individualist and collectivist principles in the state-legal sphere. The main task is to reconcile the interests of the individual and the collective in order to achieve an optimal balance that will contribute to the development of legal consciousness and legal culture [4].

The earliest manifestations of the struggle between individual and collectivist principles can be observed in the pre-state period, associated with communal land ownership. The powerful peasant community hindered the development of individualism, promoting the absorption of the individual by the community and denying personal rights, as only collective interests were protected.

During the era of Kyivan Rus, social life was based on the principle of clan collectivism, as evidenced by Ruska Pravda. Family property could be inherited exclusively by sons in the interests of the community, and collectivist principles prevailed over individual ones.

Some researchers highlight a characteristic feature of Ukrainians—individualism, which sometimes takes the form of asocial egocentrism. This is manifested in tendencies toward disobedience, anarchic individualism, and a lack of organization and discipline, which can pose risks to state-building. A compromise model is reflected in the striving for freedom and humanism, which led to the emergence of the Cossack institution [3].

The Cossacks were guided by individualism and a love of freedom; however, in the Zaporizhian Sich, customary law functioned on the principles of collectivism and mutual support. After the Union of Lublin in 1569, the Ukrainian population became

closer to Western legal culture through the introduction of Magdeburg law. During the Liberation War (1648–1654), the Ukrainian Hetmanate was established, whose legal system was based on customary law and hetman universals.

Collective mentality has a multi-level structure, where liberal and collectivist values overlap. The Soviet era was marked by the dominance of collectivism, which fostered passivity and paternalism alongside distrust of authority. Ukraine, as a borderland culture, is characterized by a combination of private-law elements (attitudes toward individual rights) and public-law elements (attitudes toward authority).

Conclusion. The study demonstrates that legal mentality reflects society's perception of state-legal realities and reforms. Collectivism and individualism are important factors in its formation. In the history of Ukrainian society, their interaction has led to a synthesis and the emergence of a national legal mentality. Its distinctive feature is a relatively weak motivation toward liberal orientations. Today, a achieving

balance between the interests of the individual and the collective is crucial, as it will contribute to the development of legal consciousness and legal culture, and will be further stimulated by improvements in the country's economic and political situation.

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ECOPHILOSOPHY AND OUR DUTIES TOWARD NATURE

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Problem Statement. In the 21st century, the environmental crisis has intensified and transformed into a major civilizational challenge. Phenomena such as global warming, ecosystem degradation, overconsumption, and increasing human alienation from nature demonstrate the limitations of traditional anthropocentric approaches. As emphasized in contemporary research, particularly by M. Huryk and co-authors, modern society requires the formation of a culture of responsibility capable of ensuring sustainable development and harmonious coexistence with the natural environment. Ecophilosophy emerges as a conceptual framework that redefines the place of humans in the biosphere and establishes ethical principles for human–nature interaction.

Objectives. The main objective of this study is to analyze the essence of ecophilosophy and to determine the ethical foundations of human responsibility toward nature. The research also aims to explore the historical development of ecophilosophical ideas, examine the transformation of worldview paradigms, and identify key components of ecological consciousness in contemporary society.

Methods. The study is based on a philosophical and comparative analysis of classical and modern approaches to the human–nature relationship. It incorporates the examination of key ecophilosophical concepts, including the "principle of responsibility" and "deep ecology," as well as the analysis of Ukrainian philosophical and socio-political thought. The methodological approach allows for identifying the evolution of ecological ethics and its integration into modern cultural and digital contexts.

Results. The research demonstrates that the idea of unity between humans and nature has deep roots in philosophical tradition, from ancient cosmocentrism to the ideas of early modern natural philosophy. However, the dominance of the anthropocentric paradigm led to the exploitation of nature and contributed to the global ecological crisis. A significant shift occurred in the second half of the 20th century with the development of ecophilosophy in the works of H. Jonas, A. Naess, H. Skolimowski, and A. Leopold. These thinkers introduced new ethical orientations, emphasizing responsibility for future generations, recognition of the intrinsic value of all forms of life, and the necessity of harmonious coexistence with nature.

Modern Ukrainian research highlights the importance of integrating ecological responsibility into civic culture. In particular, M. Huryk emphasizes that democratic development requires not only political maturity but also ecological awareness. Furthermore, contemporary studies underline the dual role of digital technologies,

which can both pose risks and serve as tools for environmental monitoring and the formation of ecological responsibility.

The findings also indicate that ecophilosophy promotes a shift from domination over nature to partnership with it. Core principles of modern environmental ethics include recognition of nature's intrinsic value, awareness of the limits of technological development, formation of ecological consciousness, and understanding the interdependence of all living systems.

Conclusions. Ecophilosophy establishes a new model of thinking based on ecocentrism, responsibility, and sustainability. It emphasizes that ecological balance is a fundamental condition for human existence rather than an external factor. Human duties toward nature represent not only ethical norms but also a crucial moral choice that shapes the future of civilization. The transition toward ecological consciousness and the restoration of harmony between humans and nature are essential for overcoming the challenges of the modern world.

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FOREIGN-LANGUAGE BUSINESS COMMUNICATION AS A TOOL OF SOFT POWER IN MODERN INTERNATIONAL RELATIONS

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Problem Statement. In the context of globalization and intensifying international cooperation, communication has become a central instrument in shaping political, economic, and cultural relations between states. The growing interdependence of national economies and the expansion of transnational corporations have elevated the importance of effective business communication across linguistic and cultural boundaries. However, foreign-language business communication is no longer limited to facilitating economic transactions; it

increasingly functions as a strategic resource within international relations. The concept of soft power, introduced by Joseph Nye, emphasizes the ability of states to influence others through attraction, persuasion, and cultural appeal rather than coercion. In this framework, language and communication practices play a critical role in constructing favorable national images and fostering trust. Foreign-language business communication, particularly in dominant global languages such as English, serves as a medium through which states and organizations project values, norms, and institutional credibility. Despite its significance, the role of foreign-language business communication as a soft power tool remains underexplored in legal and political scholarship. Challenges such as linguistic inequality, cultural misunderstandings, and asymmetries in communicative competence can hinder effective interaction and reinforce power imbalances. Moreover, the lack of standardized legal frameworks governing intercultural communication in business contexts complicates international cooperation. Thus, there is a need to conceptualize foreign-language business communication not only as a practical skill but also as a political and legal instrument that contributes to state influence, international reputation, and global governance.

Objectives. The objective of this study is to analyze foreign-language business communication as an instrument of soft power in modern international relations. Specifically, the research aims to: examine the theoretical foundations of soft power and its connection to language and communication; identify the role of foreign-language business communication in shaping international economic and political interactions; assess the impact of intercultural communication practices on the formation of state image and diplomatic relations; explore the legal and institutional dimensions of communication in international business environments; propose recommendations for enhancing the effectiveness of foreign-language business communication as a tool of soft power.

Methods. This work employs a combination of qualitative research methods commonly used in political science and legal studies. First, a theoretical analysis of the concept of soft power is conducted based on the works of Joseph Nye and subsequent scholarly developments. This allows for the identification of key elements linking communication, culture, and influence. Second, a comparative method is applied to examine how different states utilize foreign-language business communication in international contexts. This includes analyzing communication strategies in multinational corporations, diplomatic negotiations, and international organizations. Third, elements of discourse analysis are used to investigate how language functions in business and political interactions, particularly in shaping perceptions, building trust, and conveying authority. Attention is paid to the role of English as a lingua franca, as well as the increasing importance of multilingual competence. Finally, the study incorporates a legal analysis of existing international norms and frameworks related to communication, including trade agreements, corporate governance standards, and diplomatic protocols. This approach enables the identification of gaps and challenges in regulating intercultural communication practices.

Results. The findings of the study demonstrate that foreign-language business communication is a significant instrument of soft power in contemporary

international relations. Firstly, it facilitates access to global markets and enhances the competitiveness of states and corporations. Countries with higher levels of foreign-language proficiency are better positioned to participate in international trade, attract foreign investment, and engage in multilateral cooperation. Secondly, effective communication in foreign languages contributes to the formation of a positive national image. Through business interactions, states project values such as professionalism, transparency, and reliability. This, in turn, strengthens their attractiveness as economic partners and political allies. Thirdly, foreign-language business communication plays a crucial role in intercultural integration. It enables actors from diverse cultural backgrounds to negotiate, collaborate, and resolve conflicts more effectively. However, the study also reveals that communication asymmetries—particularly the dominance of English—can create unequal power dynamics, privileging certain actors while marginalizing others. From a legal perspective, the results indicate that while international business communication is influenced by various regulatory frameworks, there is a lack of comprehensive legal standards addressing linguistic and cultural aspects. This gap can lead to misunderstandings, contractual disputes, and inefficiencies in international cooperation. Moreover, digitalization has transformed the landscape of business communication, introducing new tools and platforms that amplify the reach of soft power. Online communication, social media, and virtual negotiations have become key arenas where language and discourse shape international perceptions.

Conclusions. In conclusion, foreign-language business communication constitutes a vital component of soft power in modern international relations. It extends beyond its functional role in facilitating economic exchange and emerges as a strategic resource that influences political outcomes, shapes state image, and promotes intercultural understanding. The study confirms that language proficiency and communication competence are essential for states seeking to enhance their global influence. At the same time, it highlights the need to address existing inequalities and challenges associated with linguistic dominance and cultural differences. From a legal and political perspective, there is a growing necessity to develop more comprehensive frameworks that regulate and support effective intercultural communication in international business contexts. Such frameworks should promote linguistic diversity, ensure fairness in communication practices, and reduce the risk of misunderstandings. Future research should focus on empirical case studies and the role of emerging technologies in reshaping communication dynamics. Policymakers and practitioners are encouraged to invest in language education, intercultural training, and communication strategies that align with broader foreign policy objectives. Ultimately, foreign-language business communication should be recognized as a key instrument of soft power that contributes to sustainable international cooperation and the development of a more inclusive global order.

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EATING DISORDERS

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Abstract. Eating disorders are a group of psychogenically determined syndromes in which a person consumes food not for nourishment, but to compensate emotional deficiency and to improve his/her mood. Eating disorders include anorexia nervosa, bulimia, and psychogenic overeating (binge eating). This phenomenon is quite common among young people, and especially frequent among adolescent girls.

Keywords. Eating disorders, overeating, undereating, anorexia nervosa, bulimia, orthorexia nervosa.

Introduction. Eating disorders include anorexia, bulimia, binge eating, excessive exercise and other extreme measures related to diet. Recent year studies, especially during pandemia period covers these issues. Having researched several scientific papers we decided to dedicate our investigation to these problems, especially to the psychological factors of eating disorders alongside with the most affected groups of population. The aim of the study is to analyze the psychological factors contributing to the development and maintenance of eating disorders and to identify the population groups most vulnerable to these conditions. Research tasks are analyze contemporary scientific literature on eating disorders, identify the main psychological factors associated with anorexia, bullimia, binge eating, determinate the most affected demographic groups, explore possible preventive strategies and psychological interventions. Researchs methods includes theoretical analysis and synthesis of scientific literature, comparative analysis of empirical studies, statistical data review from recent research publications, systematization and generalization of

obtained findings. According to the National Association of Anorexia Nervosa and Associated Disorders (ANAD), up to 57% of adolescent girls use dieting, abuse laxatives and weight-loss pills, and induce vomiting. Moreover. the more time youngsters spend on social media or watching TV, the more likely they are to engage in uncontrolled eating. All these can cause even the most fatal psychiatric consequences. However, eating disorders can affect people of any age, not only young individuals. According to research, approximately 1 in 7 men and 1 in 5 women under the age of 40 experience symptoms of an eating disorder. A study conducted in collaboration with the Academy for Eating Disorders shows that 9% of the U.S. population (28.8 million people) will experience an eating disorder at some point in their lifetime.

Results. According to JAMA Network only 46% of people suffering from anorexia nervosa achieve full recovery, while 20% remain with lifelong health problems and chronic illnesses as a result of the disorder. Up to 50% of individuals with anorexia nervosa will later develop bulimia nervosa. 1 in 5 people with anorexia nervosa die by suicide.

Among the most common causes of eating disorders are:

– An unhealthy desire to lose weight;

– An unhealthy desire to eat only "clean" or "proper" foods and to strictly restrict oneself, which can result in episodes of loss of control and compulsive overeating, as well as constant calorie counting and fear of eating something "extra" in order not to gain weight;

– Compulsive overeating or undereating.

Factors. We often hear from our parents, relatives, or even friends that "you should lose weight" or "you've gained weight recently." These words may seem harmless; however, if a person – especially a teenager – struggles with low self-esteem, they are likely to want to lose weight in order to look "better." In many cases, people are unable to stop these behaviors on their own and eventually seek professional help.

Conclusion. To reduce the risk of developing eating disorders, it is important to focus on prevention and have open conversations with adolescents. If a person wants to improve their relationship with food, it is essential to consult qualified professionals. If you or someone you know is struggling with an eating disorder, be sure to seek help from a medical professional. Further research will focus on preventing the development of eating disorders and combating them in their early stages.

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EMOTIONAL BURNOUT: SOCIO-PSYCHOLOGICAL FACTORS

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Problem Statement. In the International Classification of Diseases, emotional burnout is described as a state of significant exhaustion that arises as a result of prolonged stress. Over the past 50 years, the issue of workplace burnout has emerged as a relevant topic in academic literature, manifesting in psychological, mental, and physical disorders caused by the work environment in an urbanized society. The WHO has defined occupational stress as the “disease of the 21st century” due to its global prevalence. Notably, burnout is included in the ICD-11 under the category of problems associated with difficulties in coping with life challenges. Despite extensive research since 1974, no study has identified the definitive root cause of this syndrome, and scholars have yet to reach a consensus on the exact essence of "occupational burnout".

Objectives. The aim of the study is to analyze the socio-psychological factors of emotional burnout and its specific manifestations within the student environment. The research objectives include:

– To characterize the emotional and somatic manifestations of burnout among students.
– To identify organizational and personal factors influencing the development of this state.
– To analyze the gradual dynamics of burnout development as a latent process.
– To determine factors, such as positive self-attitude, that counteract the syndrome.

Methods. In the student environment, this phenomenon manifests as chronic fatigue, reduced attention, and a loss of interest in studying. Emotional symptoms include irritability, helplessness, and apathy, while researchers also note a constant aversion to work accompanied by sleep and memory disturbances. Burnout typically develops in individuals whose activities involve high levels of human interaction. Along with "emotional burnout," the term "occupational burnout" is used to describe a multidimensional syndrome characterized by a gradual loss of emotional, cognitive, and physical energy. Regarding individual factors, V.E. Orel notes that age and professional experience have the strongest relationship with burnout among socio-demographic traits.

Research Results. An analysis of scientific sources shows that there is no unified approach to defining burnout, as researchers emphasize various organizational factors (overload, lack of support) and personality traits (low self-esteem, anxiety). Burnout is not a momentary process; according to D. Etzion, it develops slowly and

latently before suddenly manifesting as exhaustion. The individual is often unable to associate this experience with a specific stressful event. Among students, this condition significantly impacts academic performance and overall well-being. It has been established that positive self-attitude serves as a crucial factor in counteracting emotional and occupational burnout.

Conclusions. Emotional burnout is a complex multi-component phenomenon formed by a combination of socio-psychological, organizational, and individual factors. Its formation is associated with prolonged tension and the inability to effectively restore psychological resources. Risk factors such as chronic stress, frequent interaction with large groups, and the absence of positive self-attitude increase the likelihood of the syndrome. Therefore, the problem among students requires a comprehensive approach and further research aimed at developing effective preventive and corrective strategies. Future studies could focus on the impact of digital learning environments and the development of new coping mechanisms for the younger generation.

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LA COMMUNICATION DE GROUPE : INTELLIGENCE COLLECTIVE ET GESTION DES RESSOURCES HUMAINES

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Énoncé de Problème. Dans le cadre de l'environnement managérial contemporain, caractérisé par une dynamique constante, la capacité d'interaction efficace au sein d'une équipe constitue un facteur de succès déterminant. Les recherches empiriques démontrent que l'échec d'une proportion significative de projets ne résulte pas d'un déficit de compétences techniques, mais prioritairement de ruptures communicationnelles systémiques, comme l'a analysé Michel Crozier [8] [3]. Au-delà du simple transfert de données, la communication se définit comme un système complexe de signaux sociaux régissant la confiance, la sécurité

psychologique et la convergence des actions. La problématique réside dans la perception erronée de la communication comme une simple compétence comportementale (*soft skill*), alors que les travaux récents prouvent que les schémas communicationnels constituent des prédicteurs mesurables de la performance collective [7]. La compréhension des mécanismes transformant un groupe d'individus en un organisme unifié s'impose désormais comme une nécessité impérieuse pour le management.

Objectifs. Les objectifs fondamentaux de cette étude consistent d'abord à analyser l'impact des schémas de communication sur l'efficacité du travail collaboratif et les processus décisionnels, ensuite à explorer le concept de «sécurité psychologique» en tant que fondement de la libre circulation des idées au sein du groupe, et enfin à démontrer le rôle de la communication dans l'émergence de l'intelligence collective tout en définissant des stratégies de levée des barrières communicationnelles.

Méthodes. Le cadre méthodologique de cette étude repose sur l'analyse de la littérature scientifique en psychologie organisationnelle ainsi que sur l'examen de recherches empiriques émanant de centres de recherche de référence, tels que le *MIT Human Dynamics Laboratory* et la *Harvard Business School*. Une approche systémique a été privilégiée pour appréhender la communication à travers le modèle «Entrée-Processus-Sortie» (modèle IPO), tout en s'appuyant sur l'analyse de Philippe Bernoux concernant l'organisation comme un système social d'interactions [2].

Résultats de la recherche. L'interaction efficace au sein d'une équipe ne repose pas exclusivement sur le contenu sémantique des messages, mais s'articule davantage autour de la dynamique des échanges. Alex Pentland (MIT) souligne que les schémas de communication – incluant la fréquence des contacts, le ton vocal et le langage corporel – s'avèrent être des prédicteurs de réussite plus robustes que le quotient intellectuel individuel des membres de l'équipe [7]. Les équipes les plus performantes se distinguent par une «énergie» élevée (densité des échanges) et une «participation» équilibrée entre tous les collaborateurs.

La «sécurité psychologique» (*psychological safety*), théorisée par Amy Edmondson [4], constitue l'élément fondateur de cette dynamique. Elle se définit comme la conviction partagée que l'équipe offre un environnement sécurisé pour la prise de risque interpersonnel. Dans ce contexte, les canaux d'apprentissage collectif (*team learning*) sont activés, permettant aux membres d'exprimer des idées non conventionnelles ou de reconnaître des erreurs sans crainte de stigmatisation. À l'inverse, un climat d'appréhension favorise une communication formelle et censurée, conduisant inévitablement à l'émergence d'un «effet de silence» préjudiciable.

La distinction entre les flux formels et la communication informelle (social lubrication) est essentielle pour la constitution du capital social [5]. Selon la sociologie de Norbert Alter, les interactions informelles s'apparentent à une forme de «don» de temps et d'entraide, facilitant la résolution de problèmes complexes en dehors des protocoles officiels [1]. Cette synergie communicationnelle s'inscrit directement dans le concept d'intelligence collective développé par Pierre Lévy [6]. Pour ce dernier, la communication est l'instrument de coordination continue des compétences en temps réel. Elle transforme l'échange d'informations en un espace

dynamique de mémoire partagée et de capacité d'adaptation. Dès lors, le dépassement des barrières structurelles, telles que les «silos informationnels» étudiés par Michel Crozier [3], requiert du leader l'instauration de rituels de feedback et la valorisation de la «voix» de chaque participant.

Conclusions. En conclusion, la communication ne saurait être réduite à un simple vecteur de transmission; elle constitue le moteur principal de la coordination et de l'innovation au sein d'une équipe. La performance collective est indissociable d'une répartition équitable du temps de parole et d'un engagement émotionnel soutenu. L'instauration d'un climat de sécurité psychologique et l'activation de l'intelligence collective par le biais de canaux formels et informels représentent les priorités stratégiques du leader. La maîtrise de ces principes fondamentaux permet de transformer un agrégat d'experts en une équipe à haute performance.

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PSYCHOLOGY OF RUMORS AND GOSSIP IN THE ADOLESCENT ENVIRONMENT

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Problem Statement. In today's adolescent environment, rumors and gossip play a significant role in shaping interpersonal relationships and group dynamics. Adolescents experience a strong need for social approval, recognition, and belonging, which makes them particularly sensitive to informal communication. Under conditions of informational uncertainty, rumors and gossip become a key mechanism

for interpreting reality and regulating social interactions. However, their spread can lead both to group cohesion and to negative consequences such as conflicts, isolation, and bullying.

Objectives. The aim of the research is to analyze the psychological nature of rumors and gossip in the adolescent environment, identify the main factors influencing their spread, and determine their social and psychological functions.

Methods. The study is based on the analysis of psychological and sociological literature, including theoretical generalization, comparison, and systematization of scientific approaches to the study of rumors and gossip.

Results. Rumors are defined as unverified information circulating within a group, while gossip represents more personalized and detailed information about specific individuals. These phenomena perform several functions: informational, emotional, compensatory, integrative, and manipulative. The main factors contributing to the spread of rumors among adolescents include informational uncertainty, emotional instability, low critical thinking, peer influence, and active use of social media. Rumors and gossip significantly affect the social climate of a group: they may strengthen group cohesion but also provoke conflicts, anxiety, and social exclusion. The role of media and online communication is particularly important, as they accelerate the dissemination of information and increase its emotional impact. Adolescents often trust information from peers or influencers without sufficient verification, which increases their vulnerability to manipulation.

Conclusions. Rumors and gossip are complex and multifunctional phenomena in adolescent life. They serve as tools for social interaction, adaptation, and group integration, but may also contribute to manipulation and conflict. Their impact largely depends on the level of critical thinking and media literacy of adolescents. Therefore, the development of analytical thinking and responsible information consumption is essential for reducing the negative effects of misinformation.

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THE PSYCHOLOGY OF TRUE HAPPINESS

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Problem Statement. Happiness is one of the most discussed topics in psychology. Many people think that happiness is about money, success, or physical comfort. But true happiness is often more complex. It is important to understand what really makes people happy and how psychology can help improve life satisfaction. In recent years, scientists have begun to study happiness more systematically, treating it as a measurable and improvable state rather than a mysterious feeling.

Objectives. The goal of this paper is to explore psychological views on happiness and understand the main factors that influence it, such as relationships, meaning in life, and emotional balance. Additionally, the study aims to identify practical strategies that individuals can use in everyday life to boost their happiness. By analyzing both theory and empirical data, we aim to create a well-rounded understanding of how happiness can be nurtured and sustained.

Methods. This study is based on the analysis of psychological theories, especially the positive psychology approach. We review studies by Martin Seligman and other scientists who researched happiness using surveys and experiments. Data were collected from various age groups and cultural backgrounds to compare how happiness is perceived and achieved across different populations. The methodology also includes case studies and real-life applications of psychological tools such as the PERMA model, which outlines key elements of well-being.

Results. The research shows that real happiness does not come from material things. People feel happier when they have strong relationships, a clear purpose, and positive emotions. Techniques like gratitude journaling and mindfulness can also increase happiness. Furthermore, the results indicate that helping others and engaging in community activities also contribute significantly to long-term well-being. Physical health and sleep quality are other important factors that often correlate with higher happiness levels.

Conclusions. Happiness is more than a good mood. It is a long-term state that depends on our mindset and life choices. Psychology gives us useful tools to grow happiness and improve mental well-being. Future research can focus on how happiness strategies work in different cultures and age groups. It is also essential to explore how digital technologies, such as social media, influence our perception of happiness. In a rapidly changing world, the ability to maintain inner balance and emotional resilience is more valuable than ever.

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EMPIRICISM VERSUS RATIONALISM: SOURCES OF HUMAN KNOWLEDGE

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Problem statement. The question of the sources of human knowledge is one of the most important in philosophy, since the answer to where our knowledge comes from determines the understanding of human cognitive capabilities, the limits of rational thinking, and the mechanisms of experience formation. In early modern philosophy, this problem was interpreted differently by representatives of two leading schools of thought - rationalism and empiricism. Rationalists emphasized the crucial role of reason as an autonomous and reliable source of truth, while empiricists argued that all knowledge has its genesis in sensory experience. The confrontation of the views of René Descartes and John Locke laid the foundations of modern epistemology and shaped the further development of cognitive science, where the debate about the relationship between innate structures and knowledge acquired through experience remains relevant. Modern philosophical and psychological research continues to develop these ideas, reinterpreting them in the context of neuroscience, artificial intelligence, and cognitive theories. Therefore, the problem of the relationship between rational and sensory experience in the formation of knowledge requires new academic analysis, taking into account contemporary approaches.

Objectives. This work aims to study the philosophical foundations of classical rationalism and empiricism, as well as to analyze their influence on the formation of modern epistemological approaches and cognitive theories regarding the nature of human knowledge.

To achieve this goal, the following tasks are set:

1. To reveal the fundamental arguments of Rene Descartes as a representative of rationalism and John Locke as a representative of empiricism regarding the sources and nature of human knowledge.

2. To determine the significance of the classical ideas of empiricism and rationalism for modern cognitive science, highlighting their role in debates about the innateness of knowledge and learning based on experience.

Methods. The research is based on general scientific and philosophical methods, including analysis, synthesis, comparison, and generalization of theoretical sources. The comparative method was used to examine the differences between rationalism and empiricism, while the historical-philosophical approach made it possible to analyze their development and influence on modern cognitive science.

Classical rationalism found its most vivid expression in the philosophy of Rene Descartes. In search of an absolutely reliable foundation of knowledge, Descartes questioned everything based on sensory experience, considering it deceptive. He put forward the principle of radical doubt and arrived at the conclusion: “I think, therefore I am”, which became the first indubitable piece of knowledge. For Descartes, reason is the source of universal and necessary truths, such as the ideas of God, matter, and mathematical axioms. These are innate and cannot be derived from changing experience. Such innate ideas serve as the foundation for constructing the entire system of knowledge [2].

In contrast, John Locke, in his work An Essay Concerning Human Understanding, became the central figure of classical empiricism. Locke argued that the human mind at birth is “a blank slate”, devoid of any innate ideas. According to Locke, all knowledge comes from experience: either through sensation (external experience, the perception of objects in the external world) or through reflection (internal experience, observation of the operations of one’s own mind). Thus, ideas are merely reflections or combinations of simple ideas obtained through the senses. This approach formed the basis for the further development of associative psychology and the scientific method, focused on observation and experiment [3].

The significance of the debate between rationalism and empiricism is clearly manifested in modern cognitive science. Today, it continues in the discussion between nativism and connectionism. Nativism, as a modern form of rationalism, claims that some human cognitive abilities are innate [4, p. 26]; for example, according to Noam Chomsky, a child possesses an innate “language program” that facilitates language acquisition [5]. Connectionism, as a modern version of empiricism, on the contrary, emphasizes that the development of thinking depends on experience, learning, and interaction with the environment, as well as on the modeling of learning processes through neural networks [1, p. 23]. This is, in fact, a modern version of the debate between Descartes, who considered knowledge to be innate, and Locke, who believed that knowledge originates from experience. Modern research shows that extreme positions are ineffective, and most scholars tend toward a synthesis of both approaches. Such a comprehensive perspective recognizes the necessity of both innate cognitive predispositions and the essential role of experience in forming a coherent worldview.

Results. The study reveals that human knowledge cannot be fully explained by pure rationalism or pure empiricism alone. Both innate cognitive structures and learning from experience are essential for the development of thinking. The analysis of classical and modern theories shows that the combination of inborn abilities and

experiential learning provides the most comprehensive understanding of knowledge formation.

Conclusion. The study demonstrates that the contradiction between rationalism and empiricism shaped the main directions of the development of European epistemology. Descartes and Locke established two distinct approaches to understanding the sources of knowledge, which have continued to influence philosophical and scientific thought. In the modern context, this discussion has gained new significance within cognitive science, where nativism and connectionism offer their own explanations of the mechanisms underlying the formation of intellectual structures. However, contemporary research indicates that neither position is self-sufficient: cognition is formed through the interaction of innate abilities and experience. Thus, the classical ideas of rationalism and empiricism remain fundamental for understanding the nature of human thinking and provide the theoretical foundation for further scientific models of cognition.

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SYMBOLISM OF ANIMALS IN KAFKA'S SHORT STORIES

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Problem Statement. Franz Kafka, one of the most prominent writers of the 20th century, employs symbolic and metaphorical techniques to create worlds in which traditional conceptions of social relations and human nature are subjected to critical reconsideration. Throughout his oeuvre, he consistently adopts non-human perspectives, employing zoomorphic imagery as a method of creating narrative

distance to explore existential conflict, social alienation, and the complexity of human nature. While *The Metamorphosis (Die Verwandlung)* remains the most widely discussed example of zoomorphic (entomological) imagery in Franz Kafka's works, the use of animal characters is particularly evident in such short stories as *A Crossbreed (Eine Kreuzung), A Hunger Artist (Ein Hungerkünstler)*, and *Josephine the Singer, or the Mouse Folk (Josefine, die Sängerin oder Das Volk der Mäuse)*. However, the symbolic and structural roles of these images across Kafka's texts have not yet been fully explored, which proves the relevance of this study.

Objectives. The goal of this study is to identify the common functions of zoomorphic imagery in Kafka's short stories and to analyse the way these features contribute to the conveyance of the author's ideas and the development of the plot.

Methods. The hermeneutic method was used to interpret the allegorical images in the studied works. The biographical method was applied to achieve a clearer interpretation of zoomorphic figures in his works on the basis of Franz Kafka's biography and the analysis of and his Diaries. The comparative method was used to highlight specific characteristics of non-human figures that had been given anthropomorphic features.

Among the many works in which Kafka used allegory through non-human characters, *A Crossbreed* is one of the most interesting to analyse. Despite the story's brevity, the author succeeded in creating a powerful metaphor that illustrates the complexity of human nature. The central figure of this story is a hybrid creature, partly a kitten and partly a lamb, whose dual nature prevents it from fully belonging to either species. It leaves this creature in a state of permanent aloofness: "*It flees from cats and makes to attack lambs*" [2, p. 426]. This hybridity functions as a symbol of the impossibility of complete integration into a single category or social milieu. Furthermore, despite having claws that could protect it, the creature avoids other cats, revealing an inner conflict between its potential and its fear. The narrator's reflection "*I happened to glance down and saw tears dropping from its huge whiskers. Were they mine, or were they the animal's?*" [2, p. 427] projects the question of identity onto the human observer, blurring the distinction between human and non-human. The creature's transformation under the narrator's care "*It is a legacy from my father. But it only developed in my time; formerly it was far more lamb than kitten. Now it is both in about equal parts*" [2, p. 426] demonstrates the fluidity of identity which is shaped by the environment, reinforcing the hybrid as a symbol of unstable selfhood. This duality demonstrates the impossibility of fully reconciling the conflicting aspects of the self. The hybrid, caught between its two natures, embodies the ongoing negotiation of identity that Kafka explores in both his fiction and diaries. The image of a hybrid creature provides him with greater space for self-reflection. Certain details in the story, especially the final episode, in which the narrator contemplates the "release" of this animal, resonate with fragments from his Diaries (1913), "The tremendous world I have inside my head. But how to free myself and free it without being torn to pieces. And a thousand times I would rather be torn to pieces than rather it in me or bury it. That, indeed, is why I am here, that is quite clear to me" [3, p. 288].

A notable example of Kafka's use of animal imagery is A Hunger Artist. The story is distinctive within Kafka's oeuvre because the panther appears only at the very end, signaling a subtle inversion: as the human protagonist dies, the narrative focus partially shifts to the animal. Unlike other Kafka narratives, in which animals may serve as narrators (Investigations of a Dog) or acquire human traits and abilities (A Report for an Academy), here the panther functions as a final compositional and symbolic counterpoint to the Hunger Artist. The narrator emphasises that the animal lacked nothing and that the guards could easily provide it with food it enjoyed [4]. The narrative stresses the panther's physical completeness and vitality, noting that it was "equipped with everything necessary, almost to the point of bursting" [4], and that it seemed to "carry freedom around with it" [4], thereby suggesting that the animal's freedom is inherent and unaffected by the constraints of captivity.

"A number of critics praise Kafka as a kind of literary zoographer—as a writer, that is, who genuinely wonders what it is like to be an animal and how this act of sympathetic identification with the nonhuman affects our idea of the human" [1]. In A Hunger Artist, the panther exemplifies this approach: its vitality and presence illuminate the limitations and ironies of the human protagonist, highlighting what is lost when one is entirely absorbed in self-denial and performance. Thus, the image of the panther stands in stark contrast to that of the Hunger Artist. Even when public interest in his profession had faded, he continued to play the role he had created for himself. He was starving not due to heroic self-discipline, but because he couldn't find food that tasted good to him. Furthermore, the introduction of the panther and the oblivion of the Hunger Artist reveals the tragic irony of the Hunger Artist's efforts.

Another Kafka'st work that contains zoomorphic imagery is Josephine the Singer, or The Mouse Folk. In this story the narrator plays a crucial role in shaping our understanding of both Josephine and her society. By using the first-person plural "we," the narrator consistently positions himself within the mouse folk, offering a collective perspective rather than an individual one. The narrator's perspective allows readers to observe not only Josephine's actions, but also the way her art is perceived by her surroundings, demonstrating that significance often arises not so much from the internal value of a work as from its social recognition. This framing enables Kafka to question the nature of Josephine's art: her "singing" may in fact be nothing more than an ordinary whistle, blurring the line between culture and instinct. Josephine's fate also demonstrates the fragility of the human self in the face of history and society. Despite her attempts to distinguish herself from the crowd, she is destined to eventually become a faceless member of the crowd, "...while Josephine, redeemed from the earthly sorrows which to her thinking lay in wait for all chosen spirits, will happily lose herself in the numberless throng of the heroes of our people, and soon, since we are no historians, will rise to the heights of redemption and be forgotten like all her brothers" [2, p. 376]. Thus, the ending highlights that true 'heroism' in such society lies not in one's self-expression, but in ultimately dissolving into the masses. Josephine wished to be an exception, but the crowd accepted her merely as a forgotten member in their shared destiny.

As Margot Norris states, "Josefine, the Singer or the Mouse Folk," the last piece Kafka wrote, is not a story about art, or the repudiation of art, but a gesture of

retraction not unlike his own last will and testament. In his several instructions to Max Brod, he requested the burning of his entire Nachlass [literary legacy], unread, and forbade the reprinting of published works…" [5, p. 118]. In light of the above, Josephine's singing becomes a symbol of temporary existence, reflecting Kafka's own anxiety over legacy and memory. Both the story and his testament confront the paradox of creation: the desire to express, yet the simultaneous wish for erasure.

Furthermore, during his work on Josephine the Singer Franz Kafka had suffered from the consumption; the disease also affected his larynx, therefore the choice of this craft profession (namely singing) is of particular importance. The character of Josephine reflects Kafka himself in many ways. This similarity might have influenced his choice of a singer as the central figure. This narrative, which was written a few months before his death, is filled with a subtle awareness of mortality; Josephine can be seen as an ironic embodiment of Kafka himself, representing both his presence and his absence within the story.

Results. Kafka's use of zoomorphic imagery reinforces the effect of dehumanization, transforming the characters' inner experiences and social conflicts into visually and emotionally tangible forms, thereby enabling the reader to perceive the absurdity, helplessness and isolation of human existence from an alien, non-human perspective.

Conclusions. Study of zoomorphic imagery in Kafka's works may help readers achieve a deeper understanding of the implications in his literature, particularly the exploration of existential themes and the pervasive sense of absurdity. Future research might involve an analysis of existential dehumanization and alienation, a comparative analysis of animal symbolism in the works of Kafka and other modernists, as well as the study of other symbolic objects related to zoomorphic imagery (cages, rooms, etc.), which will provide a deeper insight into the psychological and philosophical meaning of Kafka's short stories.

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HOW SOCIAL MEDIA AFFECTS THE MENTAL STATE OF TEENAGERS

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Problem statement: In the modern world, social networks play an important role in people's lives. Social networks help us communicate at a distance, they are also used as entertainment, and above all, they are a manifestation of self-expression. It is important not to forget that social networks have both positive and negative impacts. This applies most of all to adolescents, whose worldview, self-esteem and character are still being formed. Because of the ideal picture that is present in social networks, they experience anxiety, depression and apathy. This topic is important in our time, young people spend more time on social networks, and are not aware of the impact on their emotional state.

Objective: The purpose of this study is to find out which social networks have the greatest influence, how they influence, and how to deal with it. The primary objective of this study is to find out which social networks have the greatest influence, how they influence, and how to deal with it. The work shows that everyone, especially teenagers, must learn to understand the media and filter the information that is presented.

Methods: In the study, we use methods of analysis, comparison and generalization. An analysis of information on social networks, the behavior of teenagers, what anxiety states arise as a result of frequent interaction with social networks and how to deal with them.

Results: Adolescence is a period when a person is formed, searches, evaluates himself. At first glance, it seems that social networks do not have any significance for this. But after analyzing, it becomes clear that they influence much more than it seems.

There are many social networks, but among them there are those that often harm the psyche: Facebook, YouTube, X, Instagram, TikTok, Snapchat, Pinterest. When people watch others' videos or posts on these platforms, they are often overwhelmed by feelings of envy, comparisons, low self-esteem, and the impression that our lives are worse. Teenagers can have health problems due to excessive Internet use, including depression and anxiety. Scientists note that social networks cause feelings of loneliness and isolation, and also increase the risk of depression due to the "ideal" picture of life on the Internet.

The health organization highlights the rise in problematic social media use among adolescents in Europe. The figure rose from 7% to 11% between 2018 and

2022, with girls more likely to suffer from negative effects. This use is characterized by an inability to control the time spent online and feelings of anxiety about not being able to access social platforms [2].

Social media has a very bad effect on people's sleep, as using it in the evening leads to sleep deprivation, which worsens well-being and emotional state. To improve the health of adolescents, parents need to monitor their children, limit the time they use their phones, follow the age rules of the platforms, spend more time with friends in the fresh air, and parents need to communicate more with their adolescents.

Using social networks, a child is exposed to influences that change their behavior, worldview, and form life norms and values that are the basis not only of virtual life, but also of real life. We need to support children more at every stage of life [1].

It is also important to remember that content that bullies or humiliates a teenager can be spread on social networks. Typical content that a teenager encounters is violence, aggression, erotic and pornography scenes, obscene language, hateful content, information that incites racial hatred, propaganda of suicide, gambling, alcohol, drugs. [3].

Conclusion. Overall, the content that people consume every day on the Internet has a serious impact on them. Therefore, it is very important to check everything before publishing and think about whether it will harm the audience. And teenagers need to remember that what is present on social networks is not always the truth.

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TELEGRAM AS A TOOL OF DIGITAL RECRUITMENT IN UKRAINE

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Problem Statement. In recent years, digital communication platforms have become an important part of everyday life. However, they may also be exploited for criminal purposes. During the war in Ukraine, messenger services, such as Telegram, have been repeatedly mentioned in connection with covert coordination, illegal recruitment, and sabotage activities [3]. Incidents involving attacks on police officers, military property, and infrastructure indicate that contemporary security threats increasingly affect civilian areas far from the frontline [1].

Objectives. The purpose of this research is to examine how Telegram may be used to recruit individuals for sabotage activities, to identify common methods of manipulation, and to determine effective preventive measures.

Methods. The study is based on the analysis of official statements issued by the Ministry of Internal Affairs of Ukraine, the National Police of Ukraine, publications of international security institutions, and open media reports [1; 4]. Descriptive, comparative, and analytical methods were applied.

Results. The analysis shows that recruiters often rely on anonymity, offers of quick payment, psychological pressure, and gradual involvement in illegal actions. According to open Ukrainian sources, some teenagers were initially offered minor paid tasks, such as distributing leaflets or photographing selected locations, and were later encouraged to commit arson or damage infrastructure [2]. Several reported incidents involved attacks on military vehicles, railway relay cabinets, and administrative buildings [3]. Separate official reports also described false emergency calls intended to lure police officers to specific locations [1]. International security institutions note that social media platforms, messaging applications, and hidden online forums are increasingly used by criminal networks for recruitment, coordination, and targeted violence [4].

Conclusions. Modern hybrid threats combine digital technologies with physical acts of sabotage and violence. Preventing online recruitment requires stronger cyber monitoring, improved analytical tools for cyber police units, faster detection of suspicious networks, educational programs for young people, and closer cooperation between citizens and law enforcement agencies [4]. The development of digital literacy should also be considered an important component of national resilience.

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THE IMPACT OF LIGHTING ON MOOD AND MENTAL HEALTH

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Problem Statement. In daily life we usually do not pay attention to lighting. However, many people tend to dim the lights in the evening in order to create a relaxing ambience. But it is not only about the vibe. The way people feel may depend on lighting: relaxed or anxious, productive or lazy. Not to mention that melatonin, the sleep hormone, is released best in darkness. According to several studies our productivity is contingent on the circadian rhythm, which is crucially linked to the lighting [5]

Objectives. The purpose of this research is to find out how color and brightness of light affect a person's mood and mental health.

Methods. In the experiment [9], people stayed in a room with different types of light: cool white and warm yellow. It appeared that higher color temperature of light (around 4000K up to 6000K) improves attention, alertness, and task performance, while lower color temperature (warm light, around 2700-3000 K) promotes relaxation and calmness. Proper lighting conditions can also reduce visual fatigue and support better learning efficiency. Researchers at the University of Alabama have shown that watching a fire even on a TV screen can have a calming effect and may even help lower blood pressure. [8] This is linked to an ancient evolutionary response - historically fire was essential for survival. It provided warmth, illuminated the space

and helped to cook food. According to the National Institute of Mental Health as well in complete darkness the fear response tends to increase. [6] However it does not apply to the sleep. A prominent company as Google uses neutral lighting during the day. When it comes to group activity they turn the warm lighting on as it not only relaxes people but also increases social activity. [10]

Results. In the event of prolonged working hours under high-intensity, cool-white overhead lamps in an office, individuals are sure to experience certain visual strain and cognitive fatigue. Consequently, they have preference for restorative cozy environment after work. Warmer lighting in the home setting have been shown to bring psychological comfort and relaxation, as well as reduce stress and facilitate recovery.

To minimize associations with a clinical or hospital setting, avoid using bright cool-white lamps (especially more than 6000K) in the bedroom. Otherwise there is a possibility of switching your circadian rhythm in a negative way. Instead, the best decision is the soft warm lighting. It is also advisable to gradually dim the lighting as night approaches. Another recommendation is local lighting such as lamps, string lights etc. But the abundance of these with a main overhead light on can lead to the sensory overload (especially in highly sensitive people (HSP). On the other hand staying in dim lighting for too long can make you feel more anxious. [3] Moreover pleasant sounds, candle scents and string lights can help the brain feel less anxious due to the lack of sensory input [2].

It is not recommended to sleep even with a night light on let alone the overhead light. Since not everyone can provide the whole darkness (for instance in dorms) sleeping with a mask on is the only way out. In addition, you should avoid dark blue or purple colors in the night since it blocks the production of the melatonin. In fear of not falling asleep don't look at screens which emits the cold white light. If there is workplace in the bedroom you need to provide the extra lighting. It should be white otherwise it is harder to focus. The desk should be placed next to the window [1]. However the mix of different light colors negatively influence the nervous system and, to be perfectly honest, it does not look aesthetically pleasing [4]. When lighting is too dim or too bright the eyes have to constantly adjust to the conditions. It leads to strain on the eye muscles. This can cause fatigue, tearing, dryness and headaches [7].

So to speak, natural lighting always remains the best choice when it comes to productivity and vision. As it was mentioned above, the artificial cool-white lights (from 4000K to 6000) are best to imitate the natural daily light which boost our ability to focus [11].

As for the kitchen, it is more effective to turn the white LED-light strips on in the workplace zone when it is required. At other times, it is also better to use warm (yellow) lighting. It is no coincidence that restaurants mostly use the lighting closer to orange since it evokes the appetite.

Conclusions. Lighting seems to be more important for a person's wellbeing than we used to think. It directly affects our mood and productivity. The best option would be to use adjustable switches to regulate lighting according to your needs.

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PSYCHOLOGY OF BEHAVIOR AND EMOTIONAL STATE IN SOCIAL NETWORKS

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Problem Statement. It is impossible to imagine the modern world without digital technologies and Internet resources. They have radically changed the ways we communicate, obtain information, and interact socially. Social networks occupy a special place in this process, having become an integral part of the lives of many people, especially young people. For young men and women, social platforms are not only a place to meet and communicate, but also a space for self-expression, self-

identity formation, and the search for social support [2]. Among the many problems facing cyberpsychology is the issue of the impact of social networks on mental health and psychological well-being. While some researchers emphasize the positive impact of social networks on human psychological well-being, others highlight the dangers of cyberspace. Excessive time spent in the virtual environment, comparing oneself to idealized images, and dependence on online communication can cause anxiety, low self-esteem, depression, and other negative consequences [2,1]. It has been established that teenagers use social networks as a means of self-expression and self-realization, but this can lead to alienation from real life and difficulties in communicating with real people. Anonymity and accessibility of information can contribute to deviant behavior and aggression. Social networks have also been found to have a positive impact on education, particularly through access to a variety of educational content [3].

Objectives. The digital reality in which most of the adult population lives is becoming an integral part of an individual's living space, influencing the ways in which they communicate, present themselves, and respond emotionally. Special attention should be paid to the psychological analysis of the consequences of an adult's interaction with the virtual environment, as it can be both a source of support and a factor of increased emotional tension.

Methods. The psycho-emotional state of an adult is shaped by many socio-psychological factors, among which the information environment, including social networks, plays a leading role [2]. They have become a space for daily interaction, where not only communication takes place, but also processes of comparison, evaluation, identification, and self-assessment, which directly affect emotional well-being.

Results. Among the positive aspects of using social networks are the expansion of opportunities for social interaction, maintaining long-distance relationships, the opportunity to exchange experiences, emotional support, and participation in interest-based communities. For many adult users, the online space has become a tool for professional development, learning, or self-presentation, which enhances their sense of competence and social inclusion.In conditions of prolonged social and political instability, particularly during martial law, the role of social networks as a source of information and emotional interaction has grown significantly. According to sociological studies, most adult users in Ukraine spend more than three hours a day on social networks, which is associated with the need to search for news, maintain social contacts, and reduce feelings of uncertainty. However, this excess of information often has the opposite effect—information overload, leading to emotional exhaustion, anxiety, irritability, and reduced cognitive concentration [2]. This creates a paradox: platforms designed to facilitate communication and support become a source of emotional overload and mental fatigue [4, pp. 145, 146].

Conclusions. Therefore, social networks are an integral and ambivalent component of modern life, exerting a significant but controversial influence on the mental health and psychological well-being of both young people and adults. Digital reality, being a powerful tool for communication and social support, at the same time

requires conscious and moderate use to prevent it from becoming a source of psychological fatigue, anxiety, and emotional exhaustion.

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THE IMPACT OF SOCIAL NETWORKS ON THE SELF-ESTEEM OF YOUTH

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Problem Statement. Today, social networks act as one of the most powerful agents of youth socialization, becoming a primary space for communication, self-presentation, and social evaluation. The intensive use of digital platforms determines the peculiarities of self-esteem formation and directly affects the emotional state and self-perception of young individuals. In modern psychological research, there is a steady interest in how young people construct their "Self-image" in virtual environments, particularly through visual content and audience reactions. One of the leading factors is digital social comparison, where youth encounter idealized images of appearance, lifestyle, and achievements. This process often makes self-esteem unstable, as it becomes overly dependent on external standards and temporary digital validation.

Objectives. The primary objective of this research is to identify the psychological mechanisms through which social media platforms influence the self-esteem of young people and to evaluate both the destructive and supportive aspects of digital interaction.

Methods. This study employs a theoretical analysis of contemporary psychological works (including research by Andreeva, Donchenko, and Maksymenko) regarding social cognition and identity formation in the digital age. The research utilizes a comparative approach to evaluate the gap between the "Real

Self" and "Digital Self," as well as systemic analysis of digital validation metrics such as "likes," comments, and follower counts as tools of social evaluation.

Results. The investigation reveals that visual standardization on platforms like Instagram and TikTok dominates youth perception, where "glossy" images create unrealistic body ideals. Constant discrepancy with these media ideals leads to a decline in self-respect, particularly among girls, though increasingly among young men as well. Digital validation—receiving instant feedback through reactions—forms a new model of social evaluation where external approval is transformed into a criterion of personal value. This creates emotional vulnerability; self-esteem rises with high engagement but drops sharply when reactions decrease.

Furthermore, the phenomenon of "emotional contagion" in online communities intensifies these experiences. The gap between the real person and their idealized digital version often results in a sense of inauthenticity and internal tension. However, social networks also serve as a resource for self-realization and professional development. Participation in thematic or creative communities contributes to increased self-respect and social significance. The degree of impact ultimately depends on individual maturity, critical thinking, and media literacy. Youth with high internal stability are able to use these platforms as tools for development without suffering significant negative psychological consequences.

Conclusions. Social networks form a complex space of influences where youth self-esteem is shaped by social comparison, standardized norms, and digital approval. Their influence varies from potentially destructive to distinctly supportive, depending on the user's psychological resources. The ability to critically interpret content and maintain emotional stability determines whether digital interaction becomes a factor in lowering self-esteem or a resource for strengthening it. Therefore, developing media literacy and healthy digital practices are vital prerequisites for supporting adequate self-perception in modern culture.

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AREA 5. TRANSLATION STUDIES

ETHICS AND IDENTITY IN INTERPRETING

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Problem statement. Globalisation has increased communication across languages and cultures, making interpreting essential in areas such as law, medicine, education, and international relations. Interpreters enable understanding between speakers who do not share a common language, making their role socially important and professionally demanding. Beyond transferring words, interpreters operate in complex social and cultural contexts where meaning is shaped by norms, power relations, and emotions. Interpreter identity, shaped by social interaction, professional experience, ethical principles, and institutional expectations, has thus become a key topic in interpreting studies. While traditionally expected to remain neutral and invisible, interpreters often face ethical dilemmas that require active decision-making and responsibility, highlighting the close link between ethics and professional identity.

Objectives. The aim of this research is to describe interpreter identity as flexible and socially constructed, explain the interpreter's role as a linguistic and cultural mediator, highlight the importance of ethical principles, and examine how modern tools influence the profession.

Methods. To begin with, interpreting is a vital profession that enables communication between people who speak different languages, helping bridge cultural and linguistic gaps in a variety of settings. It is more than simply transferring words; interpreters also navigate social, cultural, and emotional aspects of communication, making their work complex and demanding.

Interpreter identity is a dynamic and constantly developing concept. It is shaped through interaction with speakers, institutions, and professional communities. Interpreters are not only language specialists but also cultural mediators and ethical decision-makers.

Ethical principles such as impartiality, confidentiality, and accuracy are central to interpreting. Real-life ethical dilemmas often reveal the interpreter's active role in communication, while professional training, codes of ethics, and institutional rules help shape interpreters' self-perception and professional behaviour [4].

Interpreter identity also varies depending on the context. In court interpreting, strict neutrality and precision are required, which limits visibility [3]. In medical

settings, interpreters often need to show empathy and clarify information to ensure understanding [1]. Conference interpreting demands expertise, concentration, and quick decision-making, while community interpreting may involve advocacy and cultural mediation. These examples illustrate that interpreter identity is flexible and context dependent [3].

Intercultural competence is another essential element of interpreter identity. Bicultural knowledge helps interpreters understand implicit meanings and cultural differences, while psychological skills such as stress management, emotional resilience, and confidence are crucial in high-pressure and emotionally charged situations [2].

In addition, advances in technology are changing the way interpreters work. Online platforms, video and remote interpreting, and digital tools now require interpreters to adapt their methods and develop new technical skills. While technology can make interpreting more accessible and efficient, it also introduces challenges, such as maintaining confidentiality, managing digital communication, and balancing the human element with technological support. These changes highlight the need for interpreters to remain flexible and continuously update their professional skills [5].

Results. The abstracts show that interpreter identity is dynamic, shaped by ethical principles, professional experience, and social interaction. It varies across different contexts, with interpreters adapting their role in courts, medical, conference, and community settings. Intercultural competence, psychological skills, and technology use are key factors that support effective and ethical interpreting.

Conclusions. In conclusion, interpreter identity is multifaceted, flexible, and context dependent. Ethical principles and professional expectations play a central role in shaping this identity and understanding it as dynamic helps explain real interpreting practice. Greater awareness of interpreter identity enhances professionalism, ethical behaviour, and student preparedness, highlighting the need for training that includes language skills, ethics, intercultural communication, psychological readiness, and basic technological competence.

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STRATEGIES AND TACTICS OF TRANSLATION IN THE CONTEXT OF GLOBALIZATION

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Problem Statement. In the context of globalization, translation plays a crucial role in ensuring an effective exchange of information, knowledge, and cultural values across linguistic boundaries. The intensification of international cooperation in political, economic, scientific and cultural spheres increases the demand for a high-quality translation [3]. At the same time, globalization leads to the interaction of diverse linguistic systems and cultural traditions complicating the translation process. Translators must deal with such challenges as cultural asymmetry, lack of direct lexical equivalents and differences in communicative norms. Moreover, the need to preserve not only the semantic content but also stylistic, pragmatic and cultural features of the source text makes translation a complex and multifaceted activity [3]. Therefore, the problem of selecting appropriate translation strategies and tactics ensuring adequacy and equivalence remains highly relevant in modern translation studies.

Objectives. The main purpose of this research is to provide a comprehensive analysis of translation strategies and tactics in the context of globalization. The study aims to explore how global processes influence translation choices and practices. The specific objectives are to identify the most widely used translation strategies, to analyze the role of various translation tactics in achieving equivalence and to determine the key linguistic, cultural and pragmatic factors influencing the translator's decision-making process [2]. Additionally, the research seeks to examine how the target audience and the purpose of a translation affect the selection of appropriate strategies.

Methods. The research is based on a combination of general scientific and specialized linguistic methods. The method of analysis is used to examine theoretical approaches to translation strategies and tactics. The method of synthesis allows integrating different scholarly views into a coherent framework [5]. Comparative analysis is applied to compare original texts and their translations in order to identify the strategies and tactics used by translators. In addition, elements of discourse analysis are employed to investigate how meaning is constructed and adapted in different communicative contexts. The study also relies on descriptive methods to systematize and classify translation phenomena observed in the analyzed material.

To ensure the reliability of the research, texts from different fields, including literary, journalistic, and scientific materials, were selected for analysis. These texts represent various styles and communicative purposes, allowing the study to examine

how translation strategies and tactics are applied in different contexts. Special attention was given to culturally specific elements and complex structures, which often create difficulties in translation [1].

The research also considers the influence of contextual factors on translation decisions. These include the target audience, the purpose of the translation, and the cultural environment. The translator is viewed as an active participant who interprets meaning and adapts it to the new context, making translation a flexible and context-dependent process**.**

Results. The results of the study indicate that globalization significantly influences translation practices by increasing the importance of flexibility, adaptability, and audience orientation. It has been established that translators actively use global translation strategies such as domestication, which involves adapting the text to the target culture, and foreignization, which preserves elements of the source culture. Furthermore, a range of translation tactics is employed to address specific linguistic and cultural challenges. These include omission, which is used to eliminate redundant elements; addition, which helps clarify meaning; modulation, which involves changing the perspective or semantic structure; and transposition, which changes grammatical categories. The findings demonstrate that the choice of strategies and tactics depends on multiple factors, including the type of text, the communicative purpose, and the cultural background of the target audience.

Conclusions. In conclusion, the study confirms that effective translation in the context of globalization requires a careful and balanced application of various strategies and tactics. Translators must consider not only linguistic accuracy but also cultural appropriateness and pragmatic effectiveness. The ability to adapt translation decisions to specific contexts is a key component of professional competence. The research highlights the importance of developing intercultural awareness and analytical skills in translation practice. In addition, it emphasizes the growing role of digital technologies, including machine translation and computer-assisted translation tools, which are transforming the translation process. Future research may focus on the interaction between human and machine translation, as well as on the development of new approaches to translation in a rapidly changing global environment.

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INTERPRETING IN CRISIS SITUATIONS: MANAGING EMOTIONALLY CHARGED SPEECH AND MAINTAINING NEUTRALITY

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Problem statement. Interpreting in crisis situations is an essential component of effective communication in emergencies, armed conflicts, humanitarian missions, and other high-risk contexts. In such conditions, interpreters are exposed to intense emotional pressure, rapid and fragmented speech, and unpredictable interaction between participants. Unlike routine interpreting settings, crisis communication often involves fear, aggression, panic, or grief, which significantly complicates the interpreter's task. The interpreter is expected not only to ensure semantic accuracy but also to maintain professional neutrality despite emotionally charged discourse. According to contemporary interpreting studies, these conditions considerably increase cognitive load and emotional strain, which may negatively affect performance quality and impartiality [2]. Therefore, the study of crisis interpreting and the mechanisms that allow interpreters to manage emotional speech while preserving neutrality remains highly relevant in modern translation and interpreting research.

Objectives. The primary objectives of this research are to examine the distinctive features of communication in crisis situations, to identify key challenges faced by interpreters when dealing with emotionally charged and disorganized speech, to analyze linguistic and cognitive strategies that help interpreters maintain neutrality and accuracy under pressure, and to explore psychological aspects of interpreting in high-stress environments.

Methods. The research is based on a qualitative analysis of scholarly literature in the fields of interpreting studies, crisis communication, and psycholinguistics. The study draws on Daniel Gile's Effort Model, which explains how increased cognitive load in stressful conditions may lead to omissions, distortions, or loss of neutrality [2]. The concept of cognitive overload is also considered as a key factor influencing interpreter performance in crisis situations. In addition, the research refers to Franz Pöchhacker's communicative approach to interpreting, emphasizing the interpreter's role as a mediator in complex communicative settings. Psychological aspects are examined through Hans Selye's stress theory [1], which helps explain the impact of prolonged stress on attention, memory, and emotional regulation. The analysis includes linguistic practices commonly used in crisis interpreting, such as neutral lexical choices, controlled intonation, deliberate pacing, and omission of emotionally evaluative language [1]. Professional guidelines issued by international interpreting

organizations are also taken into account to illustrate practical standards of neutrality and ethical behavior in crisis contexts [3].

Results. The findings demonstrate that crisis situations significantly intensify both cognitive and emotional demands placed on interpreters. High emotional tension, aggressive speech, and fragmented information flow increase the risk of inaccuracies and subjective interference. However, the application of structured linguistic strategies and adherence to professional ethical standards help reduce these risks. Psychological preparedness and stress-management techniques contribute to improved concentration, emotional stability, and overall interpreting performance.

Conclusions. Interpreting in crisis situations requires a high level of linguistic competence, emotional resilience, and cognitive control. Maintaining neutrality while managing emotionally charged speech remains one of the most challenging aspects of crisis interpreting. The research confirms that the use of deliberate linguistic strategies combined with psychological self-regulation techniques enhances interpreting accuracy and impartiality. These findings underline the importance of specialized training for interpreters working in high-stress and crisis environments.

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PECULIARITIES OF TRANSLATING ENGLISH IDIOMS INTO UKRAINIAN

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Problem Statement. English idioms are common expressions that cannot be understood just by looking at the meaning of each separate word. They are an important part of English and often show the culture, traditions, and social realities of the people who use the language [4]. Translating idioms into Ukrainian is not always easy, because translating them word for word often does not express what they really mean. A lot of idioms are connected to culture, so sometimes there is no exact

Ukrainian phrase with the same meaning. Because of this, translators need to find suitable ways to keep the main idea as well as the expressive character of the original idiom. Understanding these difficulties helps make translations more natural and correct, especially in literary texts and in professional use.

Objectives. The purpose of this study is to identify the main difficulties in translating English idioms into Ukrainian, to examine the different approaches used for translating them and organize these approaches into categories, and to determine how well these methods maintain both the original meaning and the style of the idioms.

Methods. This study applies several research methods, including the descriptive method, the comparative method, and the classification method. The descriptive method is used to outline the main characteristics of English idioms and the typical difficulties that arise during their translation into Ukrainian. The comparative method is applied to analyze similarities and differences between English idioms and their Ukrainian equivalents. The classification method helps to group translation strategies into categories according to their main features and functions [3].

English idioms create challenges in meaning, culture, and structure. Non-literal expressions, such as “spill the beans” – “розкрити секрет”, need an understanding of the figurative sense. Cultural idioms, like “kick the bucket” – “померти”, often do not have direct equivalents in Ukrainian. Complex structures, for example, “hit the nail on the head” – “точно визначити суть”, add extra difficulty to translation [2]. Translators generally use three main strategies:

1. Equivalent translation (“when pigs fly” – “коли рак на горі свисне”, “as busy as a bee” – “працьовитий як бджола”, “better late than never” – “краще пізно, ніж ніколи”), where a direct or very close Ukrainian counterpart exists, preserving both meaning and stylistic nuance.

2. Descriptive translation (“once in a blue moon” – “дуже рідко”, “spill the beans” – “розкрити секрет”, “break the ice” – “почати розмову, щоб зняти напругу”), used when no direct equivalent exists, providing a clear explanation of meaning while partially losing stylistic flavor.

3. Adaptation (“The proof is in the pudding” – “справа в дії, а не в словах”, “kill two birds with one stone” – “убити двох зайців одним пострілом”, “every cloud has a silver lining” – “нема лиха без добра”), applied to convey the idiom in a culturally appropriate way, sometimes using a native expression with similar function rather than literal wording.

This grouping shows how the type of idiom influences the choice of method and the approach needed to convey its meaning correctly.

Results. The study showed that translating idioms can be different depending on the type of idiom. When there is a similar phrase in Ukrainian, an equivalent translation can keep both the meaning and the style. For idioms that do not have a direct match, a descriptive translation can make the meaning clear, although some of the original style may be less noticeable. Adaptation helps present idioms in a way that fits the culture [1]. Overall, the choice of method influences how accurate, understandable, and natural the translation feels.

Conclusions. A systematic understanding of idiom types and translation strategies enhances the quality and cultural relevance of translations. Future research could focus on studying the features of different idiom types, how they are used in English, and how they can be best translated into Ukrainian in a clear and natural way.

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ANGLICYZMY W DZISIEJSZYM JĘZYKU POLSKIM

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Opis problemu badawczego. Współczesny język polski rozwija się pod wpływem globalizacji i kontaktów międzynarodowych. Jednym z najbardziej zauważalnych zjawisk jest rosnąca liczba anglicyzmów, czyli słów zapożyczonych z języka angielskiego, które są szeroko stosowane w mediach, reklamie, mediach społecznościowych, środowisku zawodowym oraz w codziennej komunikacji.

Z jednej strony ułatwiają one komunikację i pozwalają szybciej nazywać nowe zjawiska, szczególnie związane z technologią i Internetem. Z drugiej strony toczą się dyskusje, czy nadmierne użycie anglicyzmów nie prowadzi do wypierania polskich odpowiedników.

Sposoby zapożyczania słów z jednego języka do drugiego mogą być bezpośrednie lub pośrednie. Użytkownicy języka mogą postrzegać zapożyczenia jako bardziej „reprezentacyjne” lub modne (istnieją ku temu określone przyczyny psychologiczne). Jeśli przyjrzymy się współczesnemu językowi potocznemu, można

zauważyć, że na przykład w większości przypadków Polak powie *sorry* zamiast *przepraszam* oraz *cool* zamiast *fajny* [1, s. 229].

Szczególnie interesujące jest badanie, w jaki sposób angielskie słowa adaptują się do polskiej gramatyki i stają się częścią codziennego słownictwa, co czyni ten temat aktualnym [3].

Cele badawcze. Celem pracy jest analiza funkcjonowania anglicyzmów we współczesnym języku polskim.

W związku z tym określono następujące zadania badawcze:

1) przeanalizować najczęściej używane anglicyzmy w codziennej komunikacji;

2) określić główne przyczyny popularności zapożyczeń angielskich;

3) zbadać sposoby adaptacji angielskich słów do polskiego systemu językowego.

Metody badawcze i podstawowy wykład.

W pracy zastosowano metodę opisową, analizę funkcjonalną, metodę analizy kontekstualnej oraz analizę leksykalną materiału językowego.

We współczesnym języku polskim anglicyzmy są szeroko stosowane, szczególnie w Internecie i w komunikacji zawodowej. Do najczęściej używanych należą słowa *deadline, meeting, event, feedback, update, target,* które często zastępują polskie odpowiedniki [5].

Popularność tych słów wynika z ich krótkiej formy i wygody użycia. Na przykład *deadline* używa się częściej niż *ostateczny termin*, *meeting* zamiast *spotkanie, feedback* zamiast *informacja zwrotna*, a *update* zamiast *aktualizacja*. Istotną rolę odgrywa również wpływ języka angielskiego jako języka międzynarodowego.

Anglicyzmy przejęte przez języki europejskie stosunkowo łatwo podlegają asymilacji na poziomie morfologicznym [6, s. 118]. One szybko adaptują się także do polskiej gramatyki. Na przykład od słowa *like* powstało *lajkować*, od *hate* - *hejtować*, od *scroll* - *scrollować*, a od *check* - *checkować*. Słowa te odmieniają się zgodnie z zasadami języka polskiego, np. lajkuję, hejtujesz, co świadczy o ich integracji z systemem językowym [2].

Wyniki badań. Analiza wykazała, że anglicyzmy stały się nieodłączną częścią współczesnego słownictwa polskiego. Są szeroko stosowane w codziennej komunikacji, reklamie i w środowisku zawodowym, co potwierdza ich aktualność. Badanie wykazało także, że anglicyzmy pełnią kilka kluczowych funkcji:

– upraszczają wyrażanie nowych zjawisk i działań;

– pozwalają oszczędzać czas i czynią język bardziej zwięzłym;

– odzwierciedlają wpływ globalizacji i współczesnych procesów kulturowych.

Jednocześnie analiza pokazała, że użycie anglicyzmów nie wypiera polskich słów, lecz je uzupełnia, tworząc bardziej elastyczną i nowoczesną komunikację [4].

Wnioski. Angielskie słowa są naturalną częścią współczesnego języka polskiego. Oszczędzają czas i ułatwiają komunikację. Polacy integrują je z własnym systemem gramatycznym, dodając końcówki i dostosowując zasady. Najważniejsze jest stosowanie anglicyzmów tam, gdzie są naprawdę potrzebne, np. w komunikacji zawodowej lub w Internecie.

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THE ROLE OF TRANSLATION STUDIES AND PHILOLOGY IN THE MODERN WORLD

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Problem Statement. In the era of rapid globalization and digital transformation, the intensity of cross-border communication has reached unprecedented levels. This dynamic environment elevates the importance of translation studies and philology as fundamental disciplines that ensure effective intercultural interaction. As researchers note, translation is not merely a linguistic transfer but a vital tool for intercultural communication [1]. However, the process remains complex due to the challenge of preserving the semantic nuances, stylistic integrity, and cultural connotations of the source text.

Objectives. The aim of this study is to analyze the evolving role of translation studies and philology in contemporary society and to demonstrate their crucial significance in bridging cultural divides and facilitating global cooperation.

Methods. The research employs a qualitative approach, utilizing methods of theoretical analysis, comparative linguistic description, and synthesis. These methods allow for a comprehensive examination of translation mechanisms and the impact of philological expertise on message accuracy.

Results. Translation studies is an interdisciplinary field that examines the complex process of transferring meaning across linguistic and cultural boundaries. It deeply integrates linguistics, sociology, and cultural studies. According to V. Karaban, achieving a high-quality translation necessitates not only linguistic proficiency but also a profound understanding of the broader context and specialized terminology [2].

Philology, encompassing the study of language and literature, provides the essential framework for interpreting deep meanings within texts. As D. Crystal emphasizes, language is an intrinsic part of culture, and its study is inseparable from the social identity of its speakers [5].

In the modern landscape, the rise of Machine Translation (MT) and Artificial Intelligence (AI) has revolutionized the field. While tools like Google Translate or DeepL offer speed and accessibility, they often fail to capture subtle pragmatic meanings, metaphors, and emotional tone. As P. Newmark points out, the "human touch" remains irreplaceable when it comes to rendering the aesthetic and expressive functions of language [4]. Human translators act as cultural mediators, ensuring that the message is not just "translated" but "localized" and "adapted" for the target audience.

Conclusions.

Translation studies and philology remain cornerstone disciplines in the modern world, serving as the primary architecture for global mutual understanding. While technology continues to advance, the future of the profession lies in the synergy between human cognitive expertise and digital tools. Professional philological analysis ensures that communication remains accurate, ethically grounded, and culturally sensitive.

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LE PHÉNOMÈNE DU FRANGLAIS

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Énoncé de Problème. Le franglais, mot-valise formé des mots «français» et «anglais», est non pas une langue à part entière mais une langue française fortement anglicisée du fait de l'emprunt d'un ensemble de termes lexicaux et de tournures syntaxiques [4]. Le franglais désigne l'influence croissante de la langue anglaise sur le français contemporain. Ce phénomène se manifeste principalement par l'utilisation d'anglicismes dans la communication quotidienne, les médias et le langage professionnel. Avec la mondialisation et tout ce qui est numérique maintenant, l'anglais exerce une pression linguistique significative sur de nombreuses langues, y compris le français. Cette situation soulève des questions concernant l'identité linguistique, la norme et l'évolution naturelle de la langue française.

Objectifs. Les objectifs principaux de cette recherche sont d'analyser le phénomène du franglais, d'identifier les types d'anglicismes et d'observer son usage dans la langue contemporaine.

Méthodes. Cette recherche analyse les anglicismes dans le français actuel à partir d'exemples concrets que vous entendez tous les jours. On prend des situations simples, au travail, sur les réseaux sociaux, dans les médias. On s'appuie sur des études récentes du franglais [1; 2], puis on observe comment ces mots circulent dans la pratique réelle. Dans la vie quotidienne, beaucoup de personnes disent faire du shopping au lieu de faire des achats, organiser un brainstorming au lieu d'un remue méninges, parler de burnout au lieu d'épuisement professionnel, ajouter un hashtag au lieu d'un mot dièse. On entend aussi *week-end* au lieu de fin de semaine, *email* au lieu de courriel, *meeting* au lieu de réunion, *manager* au lieu de gestionnaire, *startup* au lieu de jeune entreprise [1]. Sur les réseaux sociaux, les utilisateurs parlent de *likes*, de *followers*, de *stories*. Au bureau, certains disent checker leurs *mails*, *forwarder un message* ou *spoiler* la fin d'un film. On compare ces emprunts avec leurs équivalents français pour voir pourquoi vous choisissez souvent la forme anglaise [2]. Dans les médias et dans le monde professionnel, l'anglais donne une image internationale et moderne. Dire *startup* ou *manager* paraît plus rapide ou plus valorisant pour certains locuteurs. Ce choix ne relève pas du hasard, il dépend du contexte social et du public visé [2], On a aussi *fake news* - fausse information, *clickbait* - piège à clics. Dans une vie quotidienne: *fast-food* - restauration rapide, *coach* - entraîneur, *playlist* - liste de lecture, *fan* - admirateur, *fashion* - mode, *open space* - bureau ouvert, etc [2].

On s'intéresse aussi aux anglicismes sémantiques, quand un mot français change de sens sous l'influence de l'anglais. Par exemple, beaucoup de personnes disent "*je réalise que tu as raison* au lieu de je me rends compte que tu as raison". Certains disent "*je te supporte* au lieu de je te soutiens". Le mot *éventuellement* est parfois

employé comme eventually en anglais, alors qu'en français il signifie possiblement. On peut également entendre "actuellement" employé dans le sens de *actually*, ou "librairie" confondu avec *library* [1].

On peut constater que l'influence de l'anglais ne se limite pas à l'apparition de quelques mots nouveaux dans le dictionnaire. Cette influence se voit surtout dans la façon dont les jeunes parlent, écrivent et communiquent, notamment à travers les médias et les réseaux sociaux, qui diffusent rapidement ces expressions [2]. En parallèle, certaines institutions essaient de proposer des alternatives françaises pour éviter un usage excessif des termes anglais [3]. Cela crée un débat assez actuel: faut-il considérer ces emprunts comme une évolution normale liée à l'ouverture internationale, ou faut-il protéger plus strictement la langue française [3].

Dans ce travail, on se base sur différentes sources que l'on reformule avec mes propres mots afin de mieux comprendre les dimensions linguistiques et sociales du phénomène, sans multiplier les citations directes. Le franglais montre que la langue française continue d'évoluer. Les mots d'origine anglaise apparaissent fréquemment dans la vie quotidienne, dans le domaine professionnel et dans les médias [1; 2]. L'anglais, très présent dans les échanges internationaux, influence naturellement certains choix de vocabulaire en français [1].

Conclusions. Comprendre ce phénomène est important, car il influence notre manière de parler et d'écrire. Les anglicismes ne sont pas seulement des mots ajoutés au dictionnaire. Ils peuvent aussi modifier le sens de certains termes et les habitudes d'expression. Une analyse attentive du franglais permet de distinguer les situations où l'emprunt est pertinent et celles où un équivalent français paraît plus approprié. Cela permet de choisir avec discernement entre l'usage d'un anglicisme et son équivalent français, en tenant compte de la clarté et de la cohérence de la langue.

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THE INFLUENCE OF CULTURE ON TRANSLATION PROCESS

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Problem Statement. Translation is commonly defined as the process of transferring meaning from one language to another, but in practice it involves both linguistic and cultural aspects [2; 3]. Language reflects the values, traditions, and worldview of a particular society, which makes translation a form of intercultural communication [2]. The main problem arises when translators encounter culturally specific elements that do not have direct equivalents in the target language, such as idioms, proverbs, or realia [3; 4]. In such cases, literal translation may distort meaning or sound unnatural [4].

In addition, cultural differences influence not only vocabulary but also communication styles, levels of politeness, and ways of expressing emotions [1; 5]. These differences may lead to misunderstandings if they are not properly considered in translation. Another challenge is the existence of cultural gaps, when certain concepts are present in one culture but absent in another. Therefore, the process of achieving equivalence becomes more complicated, and translators need to go beyond word-for-word translation and take cultural context into account.

Objectives. The objective of this research is to analyze the influence of culture on the translation process and to highlight the importance of cultural awareness in translation practice [2; 3]. The study aims to identify the main cultural difficulties that translators face, including the lack of direct equivalents, differences in connotations, and variations in communication styles [4].

Another objective is to examine how translators deal with these challenges and what strategies they use in practice. These strategies may include adaptation, paraphrasing, and the use of functional equivalents. The research also aims to demonstrate that translation is not a mechanical activity but a creative and interpretative process that requires critical thinking and decision-making [5]. Furthermore, it emphasizes the importance of cultural competence as a key professional skill that allows translators to produce effective and natural translations.

Methods. The research is based on descriptive, comparative, and analytical methods [2]. The descriptive method is used to explain the relationship between language and culture and to define the main concepts of translation studies [3]. Comparative analysis helps to identify differences between source and target languages, especially in culturally marked expressions.

Textual analysis is applied to examine examples of translation where cultural factors play an important role, such as idioms, proverbs, and culturally specific terms [1; 4]. This method allows for a better understanding of translation strategies and

their effectiveness. In addition, a review of scientific literature provides a theoretical basis for the research and supports its main ideas.

The study also shows that differences in cultural norms, such as politeness or communication style, can influence translation choices. Translators must take into account the expectations of the target audience to ensure that the text sounds natural and appropriate. In addition, the research demonstrates that misunderstanding cultural references may lead to translation errors and loss of meaning. Therefore, successful translation requires a balance between accuracy and naturalness, as well as a deep understanding of both cultures.

The research focuses on how cultural elements influence translation in practice, especially idioms, culturally specific expressions, and realia, as these elements often cause difficulties for translators. Idiomatic expressions, for example, cannot usually be translated literally, so translators need to find equivalent expressions or reformulate the message to preserve its meaning.

Another aspect concerns differences in cultural norms and communication styles. In some cultures communication is more direct, while in others it is more indirect and polite, which affects how messages should be translated. The research also considers cases where cultural references may be unfamiliar to the target audience. In such situations, translators may explain the reference, replace it, or adapt it to make the text more understandable.

Overall, the analysis shows that translation requires not only linguistic knowledge but also cultural awareness. Translators must interpret meaning within its cultural context and adapt it to ensure clarity and appropriateness for the target audience.

Results. The results show that culture has a strong influence on the translation process and affects both meaning and form. Culturally specific elements often cannot be translated literally and require adaptation or paraphrasing. For example, idiomatic expressions usually need to be replaced with equivalent expressions in the target language in order to preserve their meaning and effect [1].

Conclusions. In conclusion, culture plays a crucial role in the translation process and significantly influences how meaning is conveyed. Translation should be seen not only as a linguistic activity but also as a form of intercultural communication. Literal translation is often insufficient when dealing with culturally specific elements, so translators must apply appropriate strategies such as adaptation and paraphrasing.

The research confirms that cultural competence is an essential skill for translators, as it helps them understand cultural differences and avoid misunderstandings [3; 5]. Translators act as mediators between cultures, ensuring that the message is clear, accurate, and appropriate for the target audience. Therefore, the ability to interpret and adapt cultural elements is the key to producing high-quality translation.

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TRANSLATION IN INTERNATIONAL DIPLOMACY AND BUSINESS

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Problem Statement. What does effective communication in international diplomacy and business really involve? At first, it may seem like a simple idea, since communication is a normal part of everyday life. However, in a globalized world where people from different cultures and language backgrounds cooperate, communication becomes more complex. It requires not only a clear language but also an understanding of cultural differences and context. Translation plays a key role in this process, as it helps people overcome language barriers and communicate more effectively.

Today, international cooperation is increasing in many areas including politics, economics and education. As a result, the need for an accurate and professional translation is also growing. Translation is not only about transferring information but also about building trust between partners. Without proper translation, even well-planned communication may fail.

Although translation may seem straightforward, it is impossible to achieve complete accuracy in every situation. Language is constantly developing, new expressions appear and meanings can change depending on the context. For this reason, translators need to continuously improve their skills and adapt to new communication challenges. They also need to be flexible and able to work in different professional environments.

Objectives. The main aim of this study is to examine the role of translation in international diplomacy and business communication. It also aims to show that effective translation depends not only on linguistic knowledge but also on cultural awareness and professional competence.

Another objective is to highlight the importance of translation as a strategic tool in international cooperation. Translation helps to avoid misunderstandings, supports successful negotiations and ensures that all participants clearly understand each other's intentions.

Methods. This study is based on the analysis of academic sources and practical examples from business and diplomatic contexts. Research shows that translation is not just a technical process of converting words, but also an important factor that influences communication and decision-making between international partners. According to Kanan [2] , translation plays a strategic role in business management and helps companies operate successfully in global markets.

In business communication, clarity and precision are essential. Studies of Business English show that language in this field is used to achieve specific goals, such as negotiating agreements or developing partnerships. Clear communication helps avoid confusion and supports effective cooperation. In diplomacy, translation becomes even more important because it is used in official documents, speeches, and negotiations, where every detail matters. Even small mistakes can lead to misunderstandings or serious consequences.

According to the European Parliament [1], multilingual communication is a key element of international cooperation, and translation ensures equal access to information for all participants. This shows that translation is not only a linguistic activity but also a tool that supports transparency and fairness in communication.

Cultural differences also play a significant role in translation. Words and expressions may carry different meanings in different cultures, so translators must take this into account. As noted by Shahmerdanova [3] , translation in diplomacy requires not only accuracy but also a deep understanding of cultural and political context. Therefore, translators act not only as language specialists but also as cultural mediators who help avoid confusion.

Another important aspect is the role of the English language in international communication. Xhemaili [4] points out that English is widely used in diplomacy and international relations, which makes translation into and from English especially important. However, even when English is used as a common language, translation is still necessary to ensure clarity and avoid misinterpretation.

Modern technologies have also influenced translation processes. Various tools and platforms can increase speed and efficiency, but they cannot fully replace human translators, especially in complex situations that require deep understanding and interpretation. Human translators are still needed to analyze context, emotions, and cultural nuances.

Conclusions. In conclusion, translation in international diplomacy and business is a complex and important process that requires a combination of linguistic skills, cultural knowledge, and practical experience. A translator should be able to convey not only the words but also the meaning and intention behind them.

Translation also plays a strategic role in building international relationships, supporting cooperation, and preventing misunderstandings. It helps create trust between partners and ensures effective communication in different professional fields.

Continuous learning and adaptation to modern technologies are also necessary for professional development. Translators must be ready to improve their skills and follow changes in language and communication. Therefore, translators will continue to play an essential role in international communication and global cooperation.

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THE CHALLENGES OF TRANSLATING HUMOR IN LITERATURE

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Problem Statement. Humor is one of the most challenging elements to translate in literature. Jokes, wordplay, and cultural references often rely on language-specific features, making them difficult to render in another language. Translators must find ways to preserve both meaning and comedic effect, which requires creativity, cultural awareness, and linguistic skill [1].

Objectives. The primary objectives of this research are to analyze the main difficulties associated with translating humor in literary texts, to investigate strategies and techniques that enable translators to effectively convey humor across different languages and cultures, and to examine how cultural and linguistic factors influence the reception of humor by target audiences [2].

Methods. Humor translation is examined in this study through a qualitative comparative analysis of humorous elements in literary texts and their corresponding translations. The methodology integrates linguistic, stylistic, and cultural analysis in order to identify how humor is constructed in the source text and how it is transformed in translation [3, p. 15].

The analysis is conducted across three interrelated levels of humor realization:

1. Linguistic level – language-dependent devices such as puns, wordplay, idioms, and phonetic or lexical ambiguity.

2. Stylistic level – rhetorical mechanisms including irony, sarcasm, satire, parody, exaggeration, and understatement that shape the author's tone and evaluative stance.
3. Cultural-pragmatic level – culture-specific references, background knowledge, and contextual assumptions required for humor comprehension.

For each humorous instance, the study examines the translation strategy applied (literal transfer, adaptation, reformulation, substitution, or omission) and evaluates the degree of functional and pragmatic equivalence achieved in the target text, that is, whether the translated segment produces a comparable humorous and communicative effect on the reader.

This methodological framework makes it possible to identify typical translation challenges and the compensatory techniques used to preserve humor across languages and cultures.

Results. The analysis reveals several consistent patterns in the translation of literary humor. Language-dependent humor, particularly wordplay and lexical ambiguity, is rarely transferred directly; instead, translators tend to replace it with newly constructed humorous elements that preserve narrative function rather than formal structure.

Cultural references are most often adapted or generalized, indicating a priority on reader accessibility over source-culture specificity. This shift frequently results in partial semantic loss but maintains overall communicative effectiveness.

Stylistic humor based on irony, sarcasm, or exaggeration is generally preserved, yet its intensity is often moderated in translation. This suggests that translators adjust evaluative tone to align with target-language stylistic norms and audience expectations.

Overall, the findings demonstrate that humor translation operates primarily through functional compensation: formal features of the source joke are frequently altered, while its pragmatic role and textual effect are retained.

Conclusions. The study confirms that the main difficulties in translating literary humor arise from language-dependent wordplay, culture-specific references, and stylistically marked evaluative tone. Direct transfer of humorous form proves rare; instead, translators predominantly employ functional compensation, replacing or adapting formal features while preserving pragmatic effect.

The findings indicate that successful humor translation prioritizes communicative function over structural equivalence. Preservation of tone and reader response emerges as the key criterion guiding translation choices.

Thus, the translation of literary humor is best understood as a process of pragmatic reconstruction rather than formal reproduction.

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COGNITIVE LOAD DURING SIMULTANEOUS TRANSLATION: STRATEGIES FOR OVERCOMING INFORMATION STRESS

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Problem statement. Simultaneous translation is one of the most complex types of speech activity, which requires a translator to perform several tasks at the same time within a strict time frame [3]. This process involves the distribution of limited cognitive resources between listening and analysis, speech, and short-term memory [1]. Exceeding the available capacity of the cognitive system leads to information stress, which negatively affects the quality of the translation, causing omissions, errors and exhaustion of a translator [2]. Modern translation studies increasingly turn to the cognitive aspects of translation activity, which emphasizes the relevance of researching the mechanisms of overcoming cognitive load [5].

Objectives. The purpose of the investigation is to identify the main factors of cognitive load in simultaneous translation and justify strategies for overcoming information stress.

Methods. The study used the method of theoretical analysis of cognitive models of translation and a systematic approach to the study of stress resistance of a translator [3]. The special attention is focused on the distribution of cognitive resources between perception, memory and text reproduction [5]. Information stress is found to occur when process demands exceed available resources [2].

The analysis of cognitive models of simultaneous interpreting shows that the process involves the interaction of several mental efforts occurring at the same time [3]. Attention is distributed between listening and comprehension, short-term memory, and speech production. These processes compete for limited cognitive resources, which increase the risk of overload, especially with fast speech or complex material [2].

The study also examined the role of short-term memory in retaining parts of the source message until they are reproduced [1]. Memory overload can lead to

information loss or simplification. At the same time, anticipation helps an interpreter to predict the development of the message and reduce cognitive pressure [4].

In addition, both external (speech rate, noise, clarity) and internal factors (language competence, experience, stress resistance) influence an interpreter's cognitive state [2]. Their interaction determines how effectively cognitive resources are managed during simultaneous translation.

Results. It was established that the level of cognitive load depends on the pace of speech, the complexity of the material, the level of language training and the experience of a translator [2]. Effective ways to overcome information stress are the division of what is said into content parts, predicting the further content of the statement, applying a generalized and concise presentation of information, and bringing language skills to automatism [4].

Conclusions. Cognitive load is an inherent characteristic of simultaneous translation, arising from the simultaneous execution of tasks in time-stretched conditions [3]. Information stress can negatively affect the quality of translation, but the use of effective mechanisms of adaptation to stressful conditions allows minimizing this influence [2]. Prospects for further research lie in the development of programs to develop stress resistance of translators and the integration of technologies to reduce cognitive load.

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CHALLENGES AND TRANSFORMATIONS OF TRANSLATION STRATEGIES IN THE DIGITAL ERA

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Problem Statement. In an increasingly interconnected global society, the necessity for effective cross-cultural communication has become paramount. Linguistic barriers often hinder international cooperation in tourism, education, and professional sectors. Translation serves as a fundamental bridge for mutual understanding; however, the complexity of modern discourse requires more than just a literal transfer of words. The challenge lies in adapting messages to preserve their functional and cultural significance within a globalized context.

Objectives. The primary objective of this research is to categorize modern translation types and evaluate the impact of technological advancements on the translator's workflow. The study aims to analyze the efficiency of various translation methods in meeting contemporary communication needs.

Methods. This study utilizes a descriptive and comparative analysis based on current academic literature in Translation Studies. The research incorporates a review of digital translation tools and compares traditional human translation with automated systems to identify their respective strengths and limitations.

Results. The research identifies that translation is no longer a monolithic process but a diversified field [1]. Written translation remains essential for literature and technical documentation, where precision and stylistic nuances are vital [2]. Oral translation continues to be a high-stakes cognitive task essential for international diplomacy and conferences.

Furthermore, the integration of Machine Translation (MT) and Artificial Intelligence (AI) has revolutionized both the industry and the educational process. Current studies highlight that AI implementation is a key factor in modernizing linguistic methodology in higher education [3]. While platforms like Google Translate provide rapid solutions, they frequently struggle with idiomatic expressions and cultural metaphors [4; 5]. Consequently, the role of the human translator is shifting toward "post-editing", where linguistic expertise is required to ensure the final text's accuracy and emotional resonance.

Conclusions. Translation remains a vital link in global integration. While technology enhances the speed of information processing, the human element is irreplaceable for interpreting culture, emotions, and subtle linguistic intentions. The future of the profession lies in a hybrid approach that combines the efficiency of artificial intelligence with the profound cultural intuition of a human specialist.

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THE NUANCES OF VIDEO GAME LOCALIZATION AND TRANSLATION

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Problem Statement. The video game industry has become one of the most influential sectors of global digital culture, bringing together players from diverse linguistic and cultural backgrounds. As video games are distributed internationally, localization and translation play a crucial role in ensuring that content is accessible, culturally appropriate, and engaging for players in different regions. Video game localization involves complex multimodal elements, including text, audio, visuals, gameplay mechanics, and cultural references. In this context, the study of video game localization is particularly relevant for understanding modern translation practices and the challenges faced by translators in a rapidly evolving digital environment.

Objectives. The primary objective of this research is to provide a comprehensive analysis of video game localization, including its concept, processes, challenges, and the current state and future prospects of Ukrainian game localization.

Methods. In the context of the video game industry, translation and localization represent related but fundamentally distinct processes, as translation primarily focuses on rendering the source text into another language, whereas localization consists of adapting a product or service to the culture and language of customers in a specific target market, even deeply modifying relevant structural and artistic aspects of a product [5].

To determine the section ranking of localization, Honeywood [1] provides an insight on video game adaptation steps, including: “familiarization, glossary and style

guide creation, translation, voice over recording, linguistic quality assurance, master up and sign off". Graphic localization encompasses the adaptation of a game's visual components, including the user interface, symbols, animations, and illustrations. Audiovisual localization focuses on adapting music and voice acting to meet the cultural standards of the intended audience. Voiceover is a dubbing option, which implies supplementation of an already adapted and prepared soundtrack in a target language, superimposed on the original voice material [2].

Gamers in different territories have different cultural values and expectations, depending on their history, ethnicity, political system, habits, traditions, religious and moral values [4]. Game texts often contain slang, jokes, idioms, or cultural references that are difficult to convey accurately in another language. For example, humor related to specific cultural phenomena may lose its meaning or even offend players in another country.

In the context of Ukrainian video game localization, prior to 2022, the majority of video games translated into Ukrainian were produced by fan communities rather than by official developers or publishers. In 2023, the Ukrainian Game Localization Catalog was launched to systematize information on video games that have received Ukrainian localization, including projects currently under development [3]. At present, the number of recorded localized projects exceeds 3,000, reflecting the active growth of Ukrainian-language content within the gaming industry.

Results. The importance of video game localization extends well beyond mere linguistic translation. By adapting games for international audiences, localization promotes inclusivity and cultural diversity, enabling players from diverse backgrounds to engage fully with narrative and gameplay elements. Furthermore, it provides game developers with opportunities to expand into new markets and establish a stable and loyal global audience. Ukrainian localization, while still emerging, shows promising growth, supported by community initiatives, professional localization studios, and increasing publisher interest.

Conclusions. Video game localization is a comprehensive and multifaceted process that goes far beyond simple text translation. It requires careful adaptation of language, cultural references, visuals, audio, and gameplay elements to ensure that the game feels natural and engaging for players in different regions. This process helps preserve narrative coherence, emotional impact, and player immersion across cultures. Overall, effective localization enhances global accessibility, cultural diversity, and the international success of video games.

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THE ROLE OF MODERN TECHNOLOGIES IN THE TRANSLATORS WORK

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Problem Statement. In the context of globalization, translation plays a crucial role in international communication, cultural exchange, and professional cooperation. The rapid development of digital technologies has significantly transformed the translation profession, reshaping traditional approaches and introducing innovative tools and automated solutions [2; 4]. While these technologies offer numerous benefits, they also generate new professional, ethical, and methodological challenges that require scholarly analysis [3].

Objectives. The aim of this research is to analyze the impact of modern translation technologies on the professional activity of translators, determine their advantages and limitations, and define the role of human translators in the era of artificial intelligence.

Methods. The research is based on general scientific methods, including analysis and synthesis of scholarly literature, comparative analysis of traditional and technology-assisted translation approaches [1], and observation based on practical experience with CAT tools.

Results. Modern technologies significantly increase translation speed and efficiency. Translation memories and terminology databases improve accuracy and consistency [1], while machine translation can be effectively used for producing draft versions that are later edited by a human translator [5].

Based on personal experience with CAT tools, their practical value is evident. They considerably reduce the time required to translate repetitive and structurally similar texts, especially in technical and academic fields.

Despite their advantages, translation technologies involve certain risks. Machine translation often struggles with context, stylistic features, and cultural nuances [3]. In

addition, issues of data protection, confidentiality, and ethical responsibility remain relevant. Overreliance on technology may lead to a decline in critical thinking [5].

A modern translator must possess technological literacy, be proficient in CAT tools, translation memories, and termbases, and have workflow optimization skills. Technical competence has become as important as linguistic knowledge [4].

Despite the rapid development of artificial intelligence, the human role in translation remains decisive. Technologies serve as supportive tools, while translators are responsible for ensuring final quality, stylistic adequacy, and cultural appropriateness.

Conclusions. Modern technologies profoundly reshape the translator's work by offering new opportunities while simultaneously presenting significant challenges [2]. Although artificial intelligence continues to evolve rapidly, the human factor remains decisive in ensuring translation quality, stylistic adequacy, and cultural appropriateness. Achieving a balance between technological innovation and professional standards is essential for maintaining high-quality translation and preserving the translator's central role in intercultural communication

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PHENOMENON OF SEMANTIC ASYMMETRY IN CROSS-CULTURAL COMMUNICATION

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Problem Statement. In the modern world, translation is omnipresent; however, it is a far more complex process than simply consulting a dictionary. As languages

differ significantly in structure and nuance, a translator can easily lose the original meaning without a deep understanding of the local context. We refer to this phenomenon as “semantic asymmetry.” This study investigates how minor translation errors can lead to major consequences in business, history, and sports [1]. Such "glitches" demonstrate that translation is a high-stakes profession where a single incorrect word can completely subvert the intended goals.

Objectives. This research aims to: analyze the underlying causes of well-known translation errors in real-world situations; examine how these mistakes impact the reputation of global corporations and prominent individuals; demonstrate the necessity of focusing on the purpose of the message rather than adhering to literal, word-for-word translation.

Methods. To conduct this research, we analyzed qualitative data from marketing case studies, historical records, and digital media. By comparing original source phrases with their target translations, we identified specific points of linguistic and cultural breakdown in the communication process.

Results. We discovered several compelling examples that demonstrate why the translation process is far from simple.

The “Unlucky Number” Case: A large multinational corporation once sponsored a well-known football team in a country where the number “4” is regarded as unlucky because it is homophonous with the word for “death.” Unaware of this, the company printed the number “4” on all of the team's marketing materials and merchandise. Local supporters, feeling offended, refused to purchase the branded products. This case illustrates that cultural semiotics – the interpretation of numbers and symbols – is as significant as verbal communication [3].

The KFC Slogan Blunder: When Kentucky Fried Chicken opened its first location in Beijing, it introduced its famous tagline, “Finger-lickin' good.” However, the literal translation into Chinese rendered it as “Eat your fingers off.” This significant marketing error made the food sound unappetizing. As this case demonstrates, a catchy slogan in one language can be disastrous in another; consequently, KFC quickly realized their mistake and hired local experts to find a more appropriate localization [4].

The Coca-Cola Phonetic Trap: Upon entering the Chinese market, Coca-Cola initially used characters that mimicked the sound of its name: “Ke-kou-ke-la.” However, in certain regional dialects, this phrase translated to “bite the wax tadpole.” This highlights the danger of translating solely based on phonetics. After researching thousands of characters, the company eventually settled on “Ko-kou-ko-le” (happiness in the mouth). This instance underscores the need for international brands to prioritize cultural significance over mere phonetic similarity [2].

The Persistence of Calques: We still frequently encounter “calques” – literal, word-for-word translations of idioms. For instance, boxer Oleksandr Usyk once said, “Don't push the horses,” which is a direct translation of a Slavic idiom. The appropriate functional equivalent in English is “Hold your horses.” While sports fans understood the sentiment, this serves as a reminder that literal accuracy often leads to confusion among native speakers [1].

Conclusions. The findings of this research show that translation is a complex multidisciplinary process that extends far beyond grammatical accuracy. Most significant failures in international communication occur when cultural context or situational nuances are not taken into account. To prevent such errors, it is imperative to shift from literal, word-for-word translation toward a functional approach. The primary focus of a translator must remain on the purpose of the message: identifying the target audience and the intended impact of the text.

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COGNITIVE AND CULTURAL PARADIGMS IN MODERN TRANSLATION STUDIES: FACING THE AI CHALLENGE

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Problem Statement. In the contemporary academic discourse, Translation Studies (TS) has evolved from a branch of applied linguistics into a multifaceted interdisciplinary field. The traditional view of translation as a mechanical word-for-word substitution has been superseded by the concept of "cultural transfer" and "cognitive mediation." The primary challenge lies in the deep interconnection between language, cognitive structures, and socio-cultural contexts. Translation is recognized as a decisive factor in intercultural communication, significantly contributing to the development of the communicative competence of modern specialists [1]. In the global era, where international interaction spans business, science, and digital diplomacy, TS serves as a vital bridge between linguistics, psychology, and sociology.

Objectives. The main goal of this research is to analyze the current state of translation studies within the framework of cognitive and cultural paradigms, specifically focusing on the challenges posed by Artificial Intelligence (AI). The

specific tasks include: 1) defining the role of a translator as a cultural mediator in the 21st century; 2) examining the effectiveness of pragmatic adaptation in specialized discourses [2]; 3) evaluating the impact of Neural Machine Translation (NMT) and AI on professional translation ethics and quality.

Methods. To achieve these objectives, a multidimensional approach was applied. The descriptive method was used to categorize modern translation strategies, while the comparative-contrastive method allowed for the analysis of equivalence between English and Ukrainian texts. Special attention was paid to the translation of terms in financial, economic, and publicistic discourses, which requires not only linguistic precision but also deep contextual knowledge. We analyzed various strategies, such as "pragmatic adaptation" and "modulation," which are essential when literal translation fails to convey the intended meaning due to grammatical and conceptual discrepancies between languages.

Results. The study demonstrates that a modern translator is no longer a mere "linguistic technician" but a "cultural consultant." The research emphasizes that successful translation preserves the "illocutionary force" and "spirit" of the source text through cross-cultural communication skills [3]. A significant part of the analysis was dedicated to the AI challenge. While AI tools (like DeepL or GPT-based models) show remarkable speed, they frequently fail to decode irony, deep metaphors, or highly specific cultural connotations. The human translator remains the central figure in the communication process, making heuristic decisions based on situational context and emotional intelligence. Technology is viewed as a powerful tool for optimization, but not a replacement for human cognitive depth.

Conclusions. Translation Studies is currently undergoing a paradigm shift towards cognitive-cultural synthesis. The role of the translator is expanding, requiring advanced digital literacy alongside profound philological expertise. The findings suggest that the future of the profession lies in "augmented translation" – a synergy where AI handles Big Data and repetitive structures, while the human expert ensures cultural integrity and pragmatic effect. Translation will always be necessary as long as people want to share their stories and ideas across borders.

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LEXICAL AND STYLISTIC TRANSFORMATIONS IN THE POST-EDITING OF MACHINE TRANSLATION: EXPERIENCE WORKING WITH DEEPL AND CHATGPT

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Problem Statement. The rapid integration of Artificial Intelligence into the translation process has shifted the translator's role toward Post-Editing Machine Translation (PEMT). Despite the high accuracy of modern neural engines like DeepL and Large Language Models like ChatGPT, they often struggle with stylistic consistency, cultural nuances, and context-specific lexical choices. Investigating the nature of necessary human interventions is crucial for optimizing translation workflows in the digital age and maintaining high linguistic standards.

Objectives. The study aims to identify and categorize the most frequent lexico-stylistic transformations required during the post-editing process of English-to-Ukrainian translations generated by DeepL and ChatGPT, specifically in the context of journalistic and media texts.

Methods. A comparative linguistic analysis was conducted using a corpus of English articles. The source texts were processed through DeepL (neural MT) and ChatGPT-4 (generative AI). The outputs were then manually post-edited to achieve "publishable quality". The transformations were classified based on Retsker's and Komissarov's translation taxonomies, focusing on lexical substitutions, syntactic restructuring, and stylistic adaptation.

The research focuses on identifying and categorizing the most frequent lexico-stylistic transformations required during the post-editing of English-to-Ukrainian translations produced by DeepL and ChatGPT. By conducting a comparative linguistic analysis of journalistic and media texts, the study examines how neural machine translation and generative AI handle complex linguistic elements. The primary goal is to determine the nature of human intervention necessary to elevate AI-generated drafts to a "publishable quality" while maintaining high linguistic standards in the digital age [3].

The analysis reveals that over 65% of necessary human edits involve deep lexical and structural changes. These include lexical substitutions, such as replacing literal

translations of idioms like “cutting corners” with culturally appropriate equivalents, and syntactic restructuring, where English passive constructions are converted into the Ukrainian active voice to enhance readability. Furthermore, stylistic leveling is employed to adjust the “tone of voice”, ensuring the final text avoids generic vocabulary and resonates with the target audience's cultural expectations [4; 5].

The findings highlight a distinct functional difference between the two tools: DeepL excels in grammatical accuracy but often produces literalisms, whereas ChatGPT offers superior stylistic flexibility at the risk of over-paraphrasing. Consequently, the study concludes that the most effective translation strategy is a hybrid approach. In this workflow, DeepL serves as a reliable tool for initial drafting, while human expertise – supported by ChatGPT as a stylistic consultant – focuses on refining “mechanical” patterns to ensure a natural flow in the target language.

Results. The analysis revealed that while DeepL excels in grammatical structure, it frequently produces “translationese” (literalism). ChatGPT demonstrated superior stylistic flexibility but occasionally altered the original meaning through over-paraphrasing. Key findings show that over 65% of human edits involved:

Lexical substitutions: Replacing literal translations of idioms (e.g., transforming “cutting corners” into “нехтувати правилами” instead of “зрізати кути”).

Syntactic restructuring: Converting English passive constructions into Ukrainian active voice to enhance readability (e.g., “New measures were implemented” → “Уряд запровадив нові заходи”).

Stylistic leveling: Adjusting the “tone of voice” to avoid overly formal or generic vocabulary, ensuring the text resonates with the target audience's cultural expectations.

Conclusions. Post-editing remains an indispensable stage in professional translation. While DeepL is a reliable tool for initial drafting, ChatGPT serves as an effective stylistic consultant. The study concludes that the most efficient PEMT strategy is a hybrid approach, where human expertise is focused on deep lexico-stylistic refinement to eliminate AI-generated “mechanical” patterns and ensure natural flow in the target language.

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STRATEGIES FOR OVERCOMING CULTURAL UNTRANSLATABILITY IN MODERN MEDIA TEXTS

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Problem statement. In the modern globalized environment, media texts function as the primary vehicle for cross-border information exchange and intercultural dialogue [1]. However, the process of translating such texts is often hindered by the phenomenon of "cultural untranslatability"—the absence of direct functional or semantic equivalents in the target language's conceptual system [2]. This issue is particularly acute in media discourse, where the translator must preserve not only the factual content but also the pragmatic impact, authorial tone, and socio-cultural connotations. Traditional word-for-word substitution often fails to bridge the gap between divergent cultural codes, leading to a loss of meaning or misinterpretation by the target audience. Therefore, identifying flexible and effective adaptation strategies is essential for maintaining the communicative integrity of modern media [6].

The main **objective** of this study is to examine the theoretical and practical dimensions of cultural untranslatability in modern media texts. It aims to systematize the most effective translation strategies used to overcome linguistic and cultural barriers. Furthermore, the study seeks to evaluate how these strategies impact the perception of the message by the target audience and to highlight the translator's role as a mediator between disparate cultural frameworks [1].

Methods. This research employs a multi-methodological approach to ensure a comprehensive analysis of translation practices. The comparative method is utilized to analyze source and target media texts, identifying shifts in meaning and stylistic nuances [3]. Contextual-interpretative analysis is applied to investigate how cultural realities (realia) function within specific media environments. Additionally, descriptive and classificatory methods are used to categorize translation transformations, such as descriptive translation, cultural substitution, and explication, based on established theoretical models [4].

Results. The research findings indicate that overcoming cultural untranslatability in media discourse requires a strategic shift from literalism to functional equivalence. It was observed that translators primarily oscillate between two macro-strategies: domestication, which minimizes the foreignness of the text for the reader, and foreignization, which preserves the original cultural flavor [6].

The study identifies three key tactical levels of overcoming untranslatability:

Pragmatic Adaptation: This involves replacing source-culture references with functionally similar elements in the target culture [2].

Explication and Descriptive Expansion: When a cultural concept has no equivalent, translators employ descriptive phrases to convey the underlying meaning, thereby educating the reader while maintaining clarity [4].

Contextual Recontextualization: In analytical media, translators often add brief evaluative comments or background information to compensate for the "cultural gap" [5].

The analysis reveals that the greatest challenges arise from "hidden" untranslatability, such as political allusions, irony, and slang, which are deeply rooted in the current socio-political context of the source country.

Conclusions. Cultural untranslatability is not an absolute barrier but rather a complex professional challenge that demands high communicative competence. The study concludes that the translator acts as a "cultural mediator" who must balance fidelity to the source text with the cognitive expectations of the target audience [1]. While modern tools can assist the process, the nuanced choice between domestication and foreignization remains a creative human act. Ultimately, the effectiveness of media translation depends on the ability to recontextualize meanings, ensuring that the integrity of the original message is preserved across cultural boundaries [3].

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THE ROLE OF MACHINE TRANSLATION IN MODERN TRANSLATION STUDIES

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Problem statement. In today’s globalized world, communication among people from diverse linguistic and cultural backgrounds has become more frequent and important than ever. Translation plays a key role in facilitating mutual understanding

across international relations, business, education, and media. With the rapid advancement of information technologies, new translation tools have emerged, among which machine translation (MT) holds a significant position [4].

Machine translation systems are widely used because of their speed, accessibility, and capacity to handle large volumes of information in a short time. They have become an essential part of everyday communication, particularly in digital environments. However, despite these advantages, the quality of translation remains a relevant concern. Machine translation often struggles to accurately convey meaning, especially when dealing with idiomatic expressions, cultural references, and stylistic subtleties [1].

Therefore, the role of machine translation in contemporary translation studies requires careful evaluation. It is necessary to determine whether MT can function as a dependable substitute for human translation or should be regarded only as a supportive tool.

Objectives. The primary aim of this research is to examine the role of machine translation in contemporary translation studies. It focuses on evaluating the effectiveness of machine translation systems as well as identifying their advantages and limitations. Another key objective is to assess how machine translation influences the professional work of human translators. The study also investigates whether machine translation has the potential to replace human translators or if it should be regarded solely as an auxiliary tool within the translation process. Furthermore, the research emphasizes the importance of integrating technological tools with human linguistic expertise to achieve high-quality translation outcomes [1].

Methods. The research is based on a combination of theoretical and analytical methods. The theoretical part includes the analysis of scientific literature related to translation studies and machine translation technologies. This allows to better understand the development and functioning of different types of machine translation systems [4].

Comparative analysis is used to examine various approaches to machine translation, including rule-based (RBMT), statistical (SMT), and neural machine translation (NMT). Special attention is given to neural machine translation, which is considered the most advanced approach due to its ability to learn from large datasets and produce more natural translations [4].

In addition, examples of translations generated by popular systems such as Google Translate and DeepL are analyzed in order to identify their advantages and limitations [2;3]. The method of generalization is applied to summarize the findings and draw conclusions about the effectiveness of machine translation.

The analysis of machine translation systems demonstrates that neural machine translation provides more accurate and fluent output compared to rule-based and statistical approaches. Translations produced by neural systems generally preserve grammatical structure and overall meaning more effectively, especially in general-purpose texts. However, difficulties remain when translating idiomatic expressions, emotionally colored vocabulary, and culturally specific elements. In such cases, machine translation often generates literal equivalents that do not fully reflect the intended meaning of the original message [1].

The comparison of translations generated by Google Translate and DeepL also shows that both systems perform well when translating simple informational texts, but differences appear in more complex contexts. DeepL tends to produce more natural-sounding sentences and better stylistic coherence, while Google Translate demonstrates broader vocabulary coverage and faster processing [2;3]. Despite these improvements, both systems still require human post-editing to ensure accuracy, coherence, and appropriateness. The findings confirm that machine translation is most effective when used as a supportive tool rather than a complete replacement for human translators.

Conclusions. In conclusion, machine translation plays an important role in modern translation studies and continues to develop rapidly. It provides significant advantages in terms of speed and accessibility, making translation available to a wider audience. However, machine translation still has serious limitations, particularly in conveying context, cultural aspects, and stylistic features of language [1]. Therefore, it cannot fully replace human translators, whose role remains essential in ensuring high-quality and accurate translation. The future of translation lies in the integration of human skills and technological advancements. The most effective approach is the combination of machine translation tools and human expertise, which allows achieving better results in translation practice. Thus, the development of both linguistic competence and technological skills is crucial for modern translators in the context of ongoing digital transformation.

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RÓŻNICA ZNACZENIA HOMONIMÓW W JĘZYKU POLSKIM I UKRAIŃSKIM

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Opis problemu badawczego. Język polski i ukraiński mają wiele słów, które brzmią podobnie lub identycznie, lecz mają różne znaczenie. Takie słowa mogą

sprawiać trudności osobom uczącym się języków, a także tym, którzy zajmują się tłumaczeniem. Na pierwszy rzut oka te słowa mogą wydawać się zrozumiałe, jednak często prowadzą do błędów i nieporozumień, szczególnie w tłumaczeniu, gdzie podobieństwo słów do języka ojczystego może skutkować nieprawidłową interpretacją. W wyniku historycznej ewolucji i rozwoju różnych języków staje się istotne, aby rozróżniać ich znaczenia. Dlatego należy uwzględniać te szczególności, aby unikać błędów i wykonywać tłumaczenia bardziej precyzyjnie.

Cele badawcze. Praca ma na celu określenie głównych problemów, które pojawiają się podczas tłumaczenia homonimów z języka polskiego na ukraiński, sklasyfikowanie homonimów według stopnia zgodności ich znaczeń oraz przedstawienie przykładów, w których homonimy mają takie same lub różne znaczenie.

Metody badawcze i podstawowy wykład. Międzyjęzykowe homonimy języka polskiego i ukraińskiego powodują trudności ze względu na podobieństwo brzmienia i różnice w znaczeniu. Na przykład: pol. *pilot* - укр. *пульт* (a nie «пілот»), pol. *dlaczego?* - укр. *чому?* (a nie «для чого?»), pol. *dywan* - укр. *килим* (a nie «диван»), pol. *zapomnieć* - укр. *забути* (a nie «запам'ятати»).

Takie słowa mogą wprowadzać w błąd i prowadzić do błędnego tłumaczenia.

W badaniu stosuje się następujące metody:

1. Analiza porównawcza, która pozwala zestawić podobnie brzmiące słowa w języku polskim i ukraińskim oraz określić różnice w ich znaczeniu [1, s.16]. Na przykład:

pol. czas - укр. час (znaczenie się zgadza)

pol. sałata - укр. листя салату (znaczenie częściowo się zgadza)

pol. skoro - укр. якщо (znaczenie różne) [3].

2. Klasyfikacja homonimów, według której słowa dzielą się na:

– te, które mają częściowe pokrycie znaczeń:

pol. pensja - укр. зарплата

(częściowo podobne, ponieważ dotyczą pieniędzy, ale różnica polega na tym, że w języku polskim «pensja» - зарплата на роботі, emerytura - пенсія)

– te, które całkowicie różnią się znaczeniem:

pol. zapomnieć - укр. забути (a nie запам'ятати)

pol. plecy - укр. спина (a nie плечі)

pol. morze - укр. море (a nie може) [5].

3. Analiza kontekstu, która pomaga określić właściwe znaczenie słowa w konkretnym zdaniu i uniknąć błędów w tłumaczeniu.

Na przykład:

1) Idziemy na lodowisko, zabierzcie łyżwy!

Йдемо на ковзанку, візьміть ковзани! (weźcie ковзани, a nie лижі)

2) Zapasy trzymamy w magazynie.

Запаси тримаємо на складі.

(a nie w магазині) [2].

Wyniki badań. Badania potwierdziły, że tłumaczenie homonimów zależy zarówno od typu słowa, jak i od jego kontekstu. W przypadkach, gdy znaczenia całkowicie się pokrywają, możliwe jest zachowanie zarówno treści, jak i formy

językowej. Częściowe pokrywanie się znaczeń wymaga doprecyzowania lub dodatkowych wyjaśnień dla lepszego zrozumienia. Homonimy o różnych znaczeniach wymagają adaptacji tłumaczenia, aby dokładnie przekazać treść w języku docelowym [4, s. 96]. Podawanie przykładów znacznie ułatwia zrozumienie, jak homonimy wpływają na odbiór tekstu.

Wnioski. Systematyczne badanie homonimów w języku polskim i ukraińskim pozwala dokładniej przekazywać znaczenie słów w tłumaczeniu oraz zachować stylistyczne i kulturowe cechy tekstu [6]. W przyszłych badaniach można opracować metodyczne zalecenia i ćwiczenia do nauki tłumaczenia homonimów, aby poprawić kompetencje w pracy z podobnymi słowami.

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NONVERBAL COMMUNICATION IN CROSS-CULTURAL BUSINESS INTERACTION

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Problem statement. The article deals with the effective cross-cultural communication in a business environment. The communication is an inherent part of human interaction. However, in an era of globalization where engagement between individuals from diverse cultural and linguistic backgrounds has become the norm, communication becomes significantly more complex. It requires not only the precise use of language but also a deep understanding of cultural nuances, context, and non-verbal cues – such as gestures, facial expressions, intonation, posture, physical distance, and eye contact [1, 3]. Misinterpreting these signals can lead to conflicts, misunderstandings, and lost business opportunities.

Consequently, the ability to accurately interpret and purposefully apply non-verbal communication is a cornerstone of professional competence. While effective intercultural communication is essential in international business, achieving absolute precision remains elusive, as cultural norms and meanings of non-verbal expressions constantly evolve. This necessitates continuous skill refinement and the development of intercultural intelligence to ensure productive global interaction.

Objectives. The primary aim of this study is to conduct a comprehensive analysis of the role of nonverbal communication in international business interactions. Specifically, the research focuses on identifying the key cultural factors that influence the perception and interpretation of nonverbal cues, as well as evaluating their impact on the effectiveness of cross-border negotiations. Furthermore, the study seeks to develop practical recommendations for professionals to enhance their intercultural competence and minimize the risk of communicative misunderstandings. By examining the dynamic nature of cultural norms, this work provides a foundation for cultivating adaptive communication skills essential for success in the complex environment of the global marketplace.

Methods. This study is based on a comprehensive review of literature on intercultural and nonverbal communication in business. It examines theoretical frameworks, case studies of international interactions, and empirical research on cultural differences in interpreting nonverbal cues. Practical examples of cross-border negotiations are also analyzed to illustrate the impact of misinterpreted nonverbal behavior and to identify strategies for enhancing intercultural competence [5].

Research shows that effective intercultural business communication goes beyond a shared language and largely depends on the accurate recognition and interpretation

of nonverbal cues. Gestures, facial expressions, posture, personal space, eye contact, and intonation can carry different meanings across cultures and directly influence negotiation outcomes [2, 3]. For example, direct eye contact in the United States may signal confidence, while in Japan or some Arab countries, prolonged eye contact can be perceived as rude or aggressive. Misinterpreting these signals can lead to misunderstandings, reduced trust, and lost business opportunities.

Studies in international business emphasize that nonverbal communication serves both informational and relational functions. Successful negotiations rely on the ability of professionals to read partners' gestures, interpret tone of voice, and adjust their behavior according to cultural expectations. According to Hall, high-context cultures (e.g., China or Saudi Arabia) convey most information through implicit cues, while low-context cultures (e.g., the United States or Germany) prioritize explicit verbal communication [5]. Cultural differences also influence touch, spatial distance, and gestures, as behaviors considered friendly or professional in one culture may be perceived as intrusive in another.

In today's global business environment, professionals must not only master language but also continuously develop intercultural competence by gaining practical experience in multicultural teams, participating in nonverbal communication training, and analyzing real-world international negotiation cases [4]. This approach helps prevent communication errors, improves negotiation effectiveness, and strengthens long-term business relationships.

Conclusions. Effective intercultural business communication relies not only on shared language but also on the accurate interpretation of nonverbal cues, including gestures, posture, facial expressions, and eye contact. Misunderstandings in these areas can undermine trust and negotiation outcomes. Developing intercultural competence through practical experience and targeted training is essential for navigating cultural differences, enhancing collaboration, and building successful, long-term international partnerships.

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FEATURES OF TRANSLATION IN INTERNATIONAL BUSINESS COMMUNICATION

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Introduction. In the era of globalization and digital transformation, international business communication has become an essential component of economic cooperation. Companies increasingly operate across linguistic and cultural boundaries, which make translation a critical tool for effective interaction [5]. However, translation in the business context is not limited to the transfer of linguistic units; it also involves the interpretation of cultural meanings, business conventions, and professional terminology [4]. Inaccurate or inappropriate translation may lead to misunderstandings, reputational damage, financial losses, or even the failure of negotiations [1]. Therefore, the problem lies in ensuring high-quality translation that preserves both the semantic content and the pragmatic intent of the original message.

Objectives. The main objective of this study is to examine the specific features of translation in international business communication. The research aims to identify key linguistic and cultural challenges faced by translators, analyze the role of intercultural competence, and determine effective strategies that contribute to successful communication in a global business environment. Additionally, the study seeks to highlight the importance of adaptation and localization in business translation [2].

Methods. The research is based on a qualitative methodological approach. It includes the analysis of academic literature on translation studies, intercultural communication, and business discourse. A comparative analysis of original and translated business texts (such as emails, contracts, and marketing materials) is conducted to identify common translation difficulties. Furthermore, case studies of international companies and real-life examples of translation errors are examined to illustrate practical implications [3]. The study also applies elements of discourse analysis to explore how meaning is constructed in different cultural contexts.

The findings demonstrate that translation in international business communication is characterized by several distinctive features. First, the use of specialized terminology requires a high level of subject-matter expertise, as incorrect translation of terms may lead to legal or financial misunderstandings [2]. Second, cultural differences significantly influence communication styles, including levels of formality, politeness strategies, and indirectness. For instance, what is considered a neutral statement in one culture may be perceived as too direct or even rude in another one.

Another important aspect is the translation of idiomatic expressions and culturally bound references, which often lack direct equivalents in the target language. In such cases, translators must choose between literal translation and functional adaptation [1]. The study confirms that localization – adapting the message to the cultural and social context of the target audience – is more effective than word-for-word translation, especially in marketing and branding.

Moreover, the research highlights the growing role of technology in translation, including machine translation tools. While these tools can increase efficiency, they often fail to capture context, tone, and cultural nuances, which make human expertise indispensable in business communication. The results also show that successful translation depends on the translator's intercultural competence, including awareness of business etiquette, negotiation styles, and cultural expectations.

Conclusions. Translation in international business communication is a complex and multidimensional process that goes beyond linguistic equivalence. It requires a combination of language proficiency, cultural awareness, and professional knowledge. The study concludes that effective business translation should prioritize clarity, accuracy, and cultural appropriateness, while also considering the communicative purpose of the text. The use of localization strategies, along with the involvement of qualified translators, significantly enhances the quality of communication and reduces the risk of misunderstandings [1]. Future research may focus on the integration of artificial intelligence in translation and its impact on intercultural business interactions.

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ENGLISH-UKRAINIAN LEGAL TRANSLATION CHALLENGES

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Problem statement. Legal translation is extremely important for international legal communication and cross-border cooperation. Translating legal terminology between different legal systems presents serious challenges due to conceptual, institutional, and procedural differences. These difficulties are particularly pronounced when translating between common law systems, such as those in the United States or the United Kingdom, and civil law systems, like those in Ukraine. Translators often face a shortage of direct equivalents, terminological ambiguity, and potential misinterpretation or misunderstanding, which can affect the legal validity of documents.

Objectives. The primary objectives of this research are to analyze the main linguistic and conceptual difficulties in translating legal terms between different legal systems and to examine the problem of non-equivalence and culture-specific legal concepts

Methods. The research applies a comparative and analytical methodology. Firstly, key legal terms from common law and civil law systems are examined to identify conceptual inconsistencies. For example, the English term consideration has no direct equivalent in Ukrainian or other civil law systems, as it is a core concept of contract law specific to common law. In Ukrainian legal discourse, it is often translated descriptively as *зустрічне задоволення*, which only partially conveys its legal meaning [1]. Another example is the term equity, which refers to a distinct branch of law in common law jurisdictions. In Ukrainian, it is frequently translated *as право справедливості* or explained descriptively, since no separate institution of equity exists in the civil law tradition [2]. Secondly, the study analyzes EU legal terminology and its Ukrainian translations. Terms such as directive and regulation pose challenges because their legal force differs significantly. While regulation is directly applicable in EU member states, a directive requires national implementation. In Ukrainian translations, these are rendered as *регламент and директива*, but without proper contextual understanding, their legal implications may be misunderstood [3]. The research also considers cases of false equivalence. For instance, the English term "court" may refer to various judicial bodies, whereas Ukrainian distinguishes between *суд, судова палата, and трибунал*, depending on the jurisdiction and function. Similarly, prosecutor in English does not fully correspond to *прокурор* in Ukrainian due to differences in institutional roles [4].

Ukrainian scholars emphasize that legal translation requires deep knowledge of comparative law. V.I. Karaban, a prominent Ukrainian linguist and translation

scholar whose research focuses on English–Ukrainian legal terminology and translation methodology, highlights that literal translation of legal terms often leads to distortion of legal meaning and recommends functional or descriptive translation strategies [5]. Susan Šarčević – a leading European scholar in the field of legal translation and comparative law, widely known for her research on multilingual legal systems, stresses the importance of achieving functional equivalence rather than formal equivalence in legal texts, especially in multilingual legal systems like the EU [6].

Results. This study demonstrates that translating legal terms between different legal systems involves significant conceptual and terminological challenges that cannot be resolved through literal translation alone. The findings show that the greatest difficulties arise when legal terms are deeply rooted in a specific legal tradition and lack direct equivalents in the target legal system. In such cases, translators are required to apply functional or descriptive translation strategies in order to preserve legal meaning and communicative intent. Overall, the study confirms that a structured approach to legal translation—combining linguistic competence, legal awareness, and methodological consistency, enhances translation accuracy and reliability, particularly in the context of translating EU legal texts into Ukrainian.

Conclusions. Legal translation between different legal systems represents a complex professional task that extends beyond linguistic transfer and requires awareness of legal traditions, institutions, and conceptual frameworks. Differences between common law and civil law systems make literal translation insufficient and necessitate the use of functional and descriptive approaches to ensure clarity and accuracy. In this context, legal translation plays an important role in promoting legal certainty and mutual understanding between legal systems, particularly in cross-border and European legal communication. Ultimately, effective legal translation serves as a bridge between legal systems, fostering mutual understanding, legal transparency, and collaboration in a globalized world.

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LANGUAGE AS A TOOL OF POWER: HOW WORDS SHAPE AUTHORITY AND IDENTITY

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Problem Statement. Language plays a central role in shaping social power and identity, yet it is often perceived as a neutral means of communication. In reality, linguistic choices influence how authority is established, how individuals and groups are categorized, and how social hierarchies are maintained or challenged. Dominant groups often control language norms, allowing them to legitimize their power while marginalizing nonstandard voices. Understanding language as a mechanism of power is essential for analyzing political discourse, social inequality, and identity construction.

Objectives. The primary objectives of this study are to examine how language functions as a mechanism of authority and social control, to analyze the role of linguistic practices in shaping both individual and collective identity, and to explore how language can be strategically used not only to reinforce existing power structures but also to challenge and resist them.

Methods. This study adopts a qualitative, theoretical approach grounded in sociolinguistics and critical discourse analysis (CDA) to examine how language operates within power relations. The research draws on established linguistic and social theories and analyzes academic literature, case studies, and examples from political, social, and cultural discourse. The study is informed by linguistic relativity, as developed by Edward Sapir and Benjamin Lee Whorf and later refined by scholars such as John Lucy and Lera Boroditsky, whose research demonstrates that language influences cognitive framing and social perception. These insights are applied to examine how grammatical and lexical choices—such as passive constructions or the omission of agents—can obscure responsibility in institutional and political discourse. The analysis also draws on Pierre Bourdieu's concept of symbolic and linguistic capital, which explains how dominant language varieties gain legitimacy through institutions such as education and media, while non-standard dialects and

accents are marginalized. This understanding of language as a form of symbolic power is further developed through contemporary sociolinguistic work on language, identity, and authority [Kramsch 2021, p. 1–15]. Linguistic practices including code-switching, accent discrimination, register variation, and gendered interactional norms are examined as mechanisms through which social hierarchies are reproduced [Tannen 1993, p. 3–28]. In addition, the study engages with Michel Foucault's discourse theory, particularly his concept of power/knowledge, which emphasizes how discourse constructs social reality by determining what can be said and by whom. This framework is complemented by Critical Discourse Analysis, as developed by Norman Fairclough, Teun A. van Dijk, and Ruth Wodak, whose work provides analytical tools for examining ideology, framing, and dominance in texts [Fairclough 1995, p. 1–25]. The study also draws on cultural theory to understand how meaning is produced and circulated through representation, particularly in media and institutional discourse [Hall 1997, p. 1–44]. Through the examination of linguistic practices such as framing, metaphor, euphemism, and silencing, this study demonstrates that language functions not only as a means of communication but also as a central mechanism for maintaining and contesting power.

Results. The findings suggest that language significantly influences perceptions of authority and identity. Standardized language varieties function as tools of exclusion, while technical jargon reinforces institutional dominance. Labels and naming practices contribute to processes of "othering," shaping public attitudes and social treatment. At the same time, linguistic practices such as code-switching, reclamation of derogatory terms, and inclusive language demonstrate how marginalized groups use language strategically to resist domination and assert identity.

Conclusions. Language is not merely a reflection of power but an active force that constructs social reality. It shapes hierarchies, legitimizes authority, and influences identity formation. However, language also provides opportunities for resistance and social change. Recognizing the political nature of language is crucial for understanding power dynamics and for promoting more inclusive and equitable forms of communication.

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TRANSLATION OF CULTURAL REALIA FROM ENGLISH INTO UKRAINIAN: STRATEGIES AND APPROACHES

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Problem statement. Cultural realia — words and expressions denoting objects, phenomena, and concepts specific to a particular culture — represent one of the most challenging categories of units in translation. They encompass a wide range of items: toponyms, anthroponyms, ethnographic terms, socio-political concepts, and everyday cultural specifics that have no direct equivalents in the target language. When translating from English into Ukrainian, such units require careful analysis, as their inadequate rendering may lead to cultural distortion, loss of local colour, or miscommunication [2, p. 211].

The problem of translating realia lies at the junction of translation theory, cultural linguistics, and intercultural communication. Their proper rendering is essential for preserving the national identity and authenticity of the source text, especially in literary, journalistic, and audiovisual translation [4, p. 93].

In the context of growing intercultural exchange and the globalization of media and literary spaces, the question of preserving cultural specificity in translation acquires special urgency. The development of effective strategies for translating realia that balance foreignization and domestication remains a key task for modern translation studies [1, p. 37].

Aims and objectives. The aim of the study is to analyse translation strategies most effectively applied when rendering English cultural realia into Ukrainian, and to determine the linguistic and extralinguistic factors that influence the translator's choice of strategy.

The main objectives of the study are to examine the classification and typology of cultural realia in English-language texts, and to investigate the range of translation strategies employed in their Ukrainian-language rendering.

Methods. The study draws on a combination of complementary research methods. Purposive sampling was used to collect English-language realia from literary prose, journalistic texts, and audiovisual materials. Contrastive analysis enabled comparison of source realia with their Ukrainian translations, assessing the degree of semantic, stylistic, and cultural correspondence. The descriptive method facilitated the systematization and classification of identified translation strategies. Interpretative analysis accounted for the role of context, genre, and target audience in shaping translation decisions.

Results. As a result of the analysis, a corpus of English cultural realia with their Ukrainian translations was compiled, drawn from literary works, news media, and

subtitled film content. It was established that translators select different strategies depending on the degree of cultural distance between the source and target cultures, the translatability of the realia, the text genre, and the intended audience [3, 4].

The most frequently applied strategies were: transliteration or transcription, calque (loan translation), functional analogue, descriptive explanation, and omission in cases where the realia is of peripheral communicative importance.

Transliteration and transcription *are applied when the realia denotes a proper name, brand, institution, or concept with no equivalent in Ukrainian. The phonetic or graphic form of the original is reproduced in the target language. For example: "Halloween" (Геловін), "Broadway" (Бродвей), "cheerleader" (чирлідер), "barbecue" (барбекю).*

Calque (loan translation) *involves the word-for-word translation of the components of a compound realia unit, preserving its internal structure. For example: "skyscraper" (хмарочос), "fast food" (швидка їжа), "think tank" (мозковий центр).*

Functional analogue *is used when the target culture possesses a functionally equivalent concept that may differ in form or specific cultural reference but performs the same communicative role. For example: "pub" (шинок — in historical literary contexts), "sheriff" (шериф / голова сільради — depending on context), "yard sale" (розпродаж речей / барахолка).*

Descriptive explanation *conveys the meaning of the realia through a brief gloss or paraphrase when no equivalent exists and transcription alone would not ensure comprehension. For example: "Thanksgiving" (День подяки — американське свято збору врожаю), "groundhog day" (День бабака — народне свято 2 лютого), "freshman" (першокурсник американського університету).*

Omission *is applied in exceptional cases where a realia carries peripheral information unlikely to affect comprehension of the main message, and its retention would create unnecessary obscurity for the target reader.*

Conclusions. The study confirmed that cultural realia represent a distinct and complex category of translation units that require a differentiated approach. Their rendering challenges arise not merely from the absence of lexical equivalents, but from the fundamental differences in cultural frames of reference between the source and target linguistic communities.

The selection of a translation strategy is always conditioned by a combination of factors: the type and cultural specificity of the realia, the genre and register of the text, the target audience's cultural competence, and the translator's broader communicative aim. An effective translation of cultural realia should preserve the foreignness and authenticity of the source culture where necessary, while ensuring accessibility and readability for the target reader.

Further research may focus on the translation of realia in specific genres — in particular, audiovisual translation and localization — where additional constraints such as lip-sync, screen space, and multimodal context significantly affect translation decisions.

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STRATEGIES FOR TRANSLATING METAPHORICAL STRUCTURES IN ENGLISH POPULAR SCIENCE TEXTS

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Problem Statement. Popular science texts play an important role in disseminating scientific knowledge to a wide audience. Their main purpose is to explain complex scientific phenomena in an accessible form, which is achieved through a combination of scientific accuracy and expressive presentation. One of the most important means of such explanation is metaphor. Metaphorical structures make it possible to present abstract or complex concepts through familiar images based on the reader's everyday experience. For this reason, metaphor is widely used in popular science discourse, particularly in texts on physics, biology, medicine, and technology.

Objectives. The primary objective of this research is to identify key strategies for translating metaphorical structures in English popular science texts and to evaluate their effectiveness in preserving meaning and imagery.

Methods. The study applies descriptive, comparative, and analytical methods. Various translation strategies such as literal translation, substitution, demetaphorization, and combined approaches are examined within the framework of modern translation studies.

Results. The analysis shows that metaphor translation requires balancing accuracy and expressiveness. Literal translation is effective when metaphors are universal. Substitution helps maintain naturalness, while demetaphorization ensures clarity when metaphors are culturally specific. Combined strategies are often the most effective in preserving both meaning and stylistic impact.

Conclusions. The translation of metaphorical structures in popular science texts requires consideration of linguistic, cultural, and pragmatic factors. The appropriate

use of translation strategies allows achieving an adequate balance between clarity and imagery. Further research may focus on metaphor translation in different scientific domains.

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EQUIVALENCE IN TRANSLATION: THEORETICAL APPROACHES AND CHALLENGES

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Problem Statement. The concept of equivalence remains one of the most controversial and central issues in translation studies, acting as a vital link between source and target texts. In modern linguistics, the focus has shifted from simple formal correspondence to a complex, multi-layered relationship that ensures the communicative value of a translation. Understanding the nature of equivalence is essential for overcoming barriers in cross-cultural communication.

Objectives. The primary objectives of this research are to analyze the evolution of the concept of equivalence from formal to functional perspectives and to identify the main challenges in achieving equivalent translation within complex communicative contexts.

Methods. The study employs a comparative analysis of theoretical frameworks, including formal correspondence, dynamic equivalence, and functionalist approaches. By evaluating these methodologies, the research highlights how translation strategies adapt to the requirements of the target audience and the specific purpose of the text.

Results. Theoretical analysis shows that equivalence is no longer viewed as a static search for "sameness" but as a dynamic process of managing complexity. In functional approaches, equivalence is often subordinated to the goal (skopos) of the translation, where the target text must function effectively within the recipient's culture [1]. Furthermore, achieving equivalence involves addressing linguistic, semantic, and pragmatic levels, which is particularly challenging when dealing with culture-specific concepts [2]. It is established that "equivalence is a multi-

dimensional concept that reflects the relationship between the source text and the target text according to various criteria" [2]. The transition to a complexity-theoretical evaluation allows for a better understanding of how translators navigate the tensions between fidelity to the original and the expectations of the target system [1].

Conclusions. Equivalence remains a relative rather than an absolute term, heavily dependent on the context and the communicative purpose of the translation. Future research should focus on how digital tools and cognitive linguistics can further refine the parameters of equivalence in professional translation workflows.

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PRINCIPLES AND STRATEGIES OF ENSURING TRANSLATION QUALITY IN INTERNATIONAL BUSINESS COMMUNICATION

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Problem Statement. In the modern world, translation is a vital tool for international business communication. However, the process involves significant challenges beyond simple linguistic substitution, including the preservation of stylistic, cultural, and pragmatic features [1]. This necessitates a detailed study of translation principles and methods that ensure both accuracy and adequacy in cross-linguistic information transfer.

Objectives. The primary objectives of this study are to examine key contemporary translation principles and methods and to analyze the factors influencing the quality of translated texts within the framework of intercultural integration.

Methods. This research employs a multi-faceted approach: a comparative analysis of source and target texts, a review of foundational translation theories [2], and a practical examination of specific translation strategies. This methodology allows for the identification of common translation pitfalls and the formulation of recommendations to enhance cultural and stylistic precision.

Results. The analysis demonstrates that high-quality translation depends on a balance between linguistic equivalence and sensitivity to cultural contexts. Comparative evaluations show that the choice of strategy (e.g., domestication vs. foreignization) significantly impacts the preservation of the original tone and readability [3]. The findings underscore that integrating theoretical frameworks with practical application is essential for achieving professional translation standards in international practices.

Conclusions. Translation studies must address the complex interplay of meaning, style, and cultural nuance. A systematic approach, combining theoretical knowledge with practical strategy selection, directly improves the adequacy and overall quality of the target text, facilitating effective international cooperation.

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LANGUAGE BEHAVIOR OF PARTICIPANTS IN INTERCULTURAL PROFESSIONAL COMMUNICATION: UKRAINIAN-ENGLISH COMPARISONS

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Problem Statement. In today's world of globalization, intensified international cooperation, and Ukraine's integration into the European and global professional space, the issue of linguistic behavior in intercultural professional communication is becoming particularly important. Professional communication is increasingly taking place in a multilingual and multicultural environment, where the effectiveness of interaction depends not only on the level of language proficiency, but also on the ability to take into account culturally determined norms of speech practice. Researchers note that intercultural communication is a complex multidimensional process that encompasses linguistic, social, and pragmatic aspects of communication. Therefore, intercultural communication emerges as a social phenomenon that demonstrates the effectiveness of human interaction through the timely identification and overcoming of cultural differences [2, p. 127]. Communication misunderstandings are often caused by differences in the use of politeness strategies,

the degree of directness of statements, or the structure of business discourse. In this context, comparing the linguistic behavior of participants in Ukrainian-English professional communication is important for both theory and practice. Contemporary processes of globalization, increased international cooperation, and Ukraine's inclusion in the global professional space stimulate growing interest in linguistic behavior in intercultural professional contacts. Communication at the international level is indirect in nature and is complicated by factors of international law [3, p. 7]. The effectiveness of business communication depends not only on knowledge of a foreign language, but also on understanding culturally determined norms of behavior, strategies, and tactics of interaction. Studies confirm that foreign language competence and intercultural communication are interrelated and interdependent processes in the training of future philology specialists. Therefore, a comparative analysis of the linguistic behavior of Ukrainian and English-speaking participants in professional communication is of particular importance [4, p. 118].

Objectives. The main goal of this work is to identify and compare the characteristics of the linguistic behavior of participants in intercultural professional communication in Ukrainian and English-speaking linguistic and cultural spaces. The focus is on determining the specifics of the implementation of communication strategies and tactics in a professional environment, dictated by cultural, social, and pragmatic factors. To achieve this goal, the following tasks are planned: to outline the theoretical basis for the study of linguistic behavior and intercultural professional communication; to identify conceptual approaches to the analysis of professional discourse in Ukrainian and English contexts; to conduct a detailed analysis of communicative strategies (politeness, argumentation, softening, self-presentation) in both cultural spaces; to establish the common and distinctive features of the linguistic behavior of Ukrainian and English-speaking communicants; to assess the practical value of the conclusions obtained for improving the effectiveness of intercultural professional interaction, translation practice, and the formation of intercultural competence of specialists.

Methods. The methodological basis was a combination of descriptive, comparative, discourse, and pragmatic analyses. The descriptive approach was used to characterize linguistic phenomena in typical professional situations (business correspondence, negotiations, public speeches, online communication). The comparative method made it possible to identify common and distinctive features of linguistic behavior models in Ukrainian and English-speaking environments. Pragmatic analysis focused on the study of speech strategies (politeness, softening, argumentation, self-presentation) and their communicative effectiveness [3]. The research material consisted of samples of authentic professional texts and fragments of oral business communication.

The analysis shows that English-language professional communication is characterized by a tendency toward standardization, clear structure, and active use of hedging strategies and indirect formulations in order to maintain a positive image of the communication partner and avoid conflicts [4]. In contrast, Ukrainian professional communication is characterized by greater variability in stylistic means, increased expressiveness, and sometimes a more straightforward way of presenting a

position. It has been established that differences in the perception of the categories of “politeness,” “formality,” and “social distance” can cause pragmatic failures in interaction. A comparative analysis shows that the success of intercultural professional communication largely depends on the ability to adapt one's own linguistic behavior to the norms of another culture. It has been established that the linguistic behavior of participants in English-language professional communication is oriented toward politeness, institutional correctness, and the principle of indirectness of statements. In a professional environment, English-speaking communicators widely use modal verbs, hedging constructions, conditional forms, and diplomatic distancing formulas, which allows them to reduce the categorical nature of judgments and maintain a positive image of the addressee. This model stems from the cultural values of individualism, respect for personal space, and the desire to avoid direct confrontation. Business correspondence and negotiations are dominated by standardized etiquette formulas, clear text structure, and a desire for a neutral tone, which contributes to maintaining professional harmony and mutual respect [2]. In contrast, the Ukrainian model of linguistic behavior in professional discourse is characterized by greater stylistic diversity, higher emotional coloring, and flexibility in establishing communicative distance. Ukrainian professional discourse is typically characterized by a combination of formality with elements of personal involvement, which manifests itself in the use of emotionally charged vocabulary, intonational expression, and the desire to establish trusting contact. In certain situations, a more straightforward manner of expression is noticeable, especially during argumentation or criticism, which in an intercultural context can be perceived as excessive categoricalness. At the same time, within Ukrainian culture, such openness is often interpreted as a sign of sincerity and professional responsibility [3]. Only a combination of knowledge of a foreign language and the culture of the people whose language is being studied can ensure effective, fruitful, and conflict-free communication between representatives of two or more cultures [1]. A comparative analysis of Ukrainian and English models of linguistic behavior has revealed both common and differential features. Common features include the presence of established speech formulas, the normativity of etiquette strategies, and a focus on achieving communicative effectiveness. The differences are primarily in the ways of implementing categories of politeness, the degree of directness of statements, the interpretation of social distance, and the mechanisms for softening criticism. It is these differences that often become a source of pragmatic failures and communicative misunderstandings in intercultural professional interaction [5].

Results. The comparative analysis showed that English professional communication is characterized by a higher level of standardization, indirectness, and the frequent use of politeness and hedging strategies. Ukrainian professional discourse demonstrates greater stylistic variability, emotional expressiveness, and a more direct manner of presenting arguments. The results indicate that differences in politeness strategies, social distance, and communicative norms may lead to pragmatic misunderstandings in intercultural professional interaction.

Conclusions. The conclusions of the scientific work show that the linguistic behavior of participants in Ukrainian-English intercultural professional

communication is determined by a system of cultural values, social norms, and pragmatic strategies inherent in the respective linguistic and cultural spaces. Awareness of the peculiarities of these models is a necessary prerequisite for the formation of intercultural communicative competence and increasing the effectiveness of professional interaction. Further scientific research should be directed towards the study of linguistic behavior in digital professional discourse, as well as the study of mechanisms of linguistic adaptation in the activities of translators and specialists of international profile.

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CHALLENGES OF REMOTE SIMULTANEOUS INTERPRETATION (RSI)

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Problem statement. The rapid digitalisation of the market and the global COVID-19 pandemic have led to a shift in the work of simultaneous interpreters:

many have moved from the long-established on-site booths to remote simultaneous interpreting (RSI). Although RSI is convenient in terms of logistics and less costly, there are still certain issues that affect the interpreter's performance and, consequently, the quality of the interpretation. The main problem is cognitive load and fatigue caused by technical instability, a lack of physical contact with the audience, and poor internet connection. This requires specialised shorter shifts and reliable backup equipment. [1]

Objectives. The aim of the study is to examine how technical instability affects the quality of online simultaneous interpretation; to investigate the lack of physical contact between booth partners; to propose practical solutions for managing technical risks and maintaining health during work remotely.

Methods. This study draws on research in translation studies, cognitive linguistics, and digital communication. It analyses scholarly articles, industry reports, and case studies that explore the theoretical and practical aspects of remote simultaneous interpretation (RSI) in a digital environment. The research focuses on identifying the specific technical and psychological challenges faced by interpreters during online sessions.

Results. Remote simultaneous interpreting significantly affects the interpreter's productivity and cognitive processing. Audio compression and signal delay lead to fatigue much more quickly than working in a booth in the traditional format. In addition, the study found that the lack of physical proximity between colleagues increases stress and complicates the work process, as technical glitches occur repeatedly.

There is also a direct link between the quality of the speaker's equipment and the accuracy of the interpretation. Therefore, the study demonstrates that whilst digital platforms offer flexibility, they simultaneously require interpreters to possess multifaceted skills to perform not only linguistic but also technical tasks.

Conclusion. Remote simultaneous interpreting is a relatively new technology that still requires a great deal of refinement and improvement. It is easy to get carried away by what technology can offer. Long-term success, however, comes from listening to the experts in the field: professional language services organisations or the conference interpreters themselves.

The future of RSI looks bright as technology continues to advance. Improved internet speeds, better audio equipment, and more sophisticated interpreting software will make RSI even more efficient and reliable. As the world becomes more connected, RSI will play a crucial role in bridging language gaps and fostering global communication.

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PROBLEM TŁUMACZENIA POLSKICH REALIÓW BEZ ODPOWIEDNIKÓW W JĘZYKU UKRAIŃSKIM

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Opis problemu badawczego. Języki polski i ukraiński są genetycznie dość zbliżone, ponieważ oba kraje znajdują się blisko siebie, a historia rozwoju języków jest dość podobna. W tłumaczeniach polsko-ukraińskich wciąż jednak występuje wiele nieekwiwalentnych słów, dlatego badanie strategii ich reprodukcji jest nadal istotne. Istnieją słowa-rzeczywistości, które odzwierciedlają unikalną kulturę i historię narodu polskiego. Aby uniknąć „neutralizacji" kolorytu narodowego i dostosować tekst do ukraińskiego odbiorcy, konieczne jest prawidłowe oddanie znaczenia tych słów.

Cele badawcze. Klasyfikacja głównych grup polskich rzeczywistości nieekwiwalentnych; analiza transformacji translacyjnych stosowanych do ich adaptacji.

Metody badawcze i podstawowy wykład. Niniejsze badanie opiera się na analizie lingwistycznej i translatorycznej polskich realiów, które nie mają bezpośrednich odpowiedników leksykalnych w języku ukraińskim. Analizuje się porównanie definicji słownikowych w sferach życia codziennego, tradycji ludowych i polityki. Badanie tekstów tłumaczeniowych ma na celu identyfikację stosowanych technik: transliteracji, kalkulacji, tłumaczenia opisowego czy tworzenia analogów funkcyjnych [3, s. 114]. Pozwala to ocenić stopień zachowania potencjału pragmatycznego oryginału.

1. Analiza lingwistyczna: polskie realia bez odpowiedników najczęściej występują w dziedzinie etnografii (andrzejki, dyngus, oscypek) oraz w

terminologii społeczno-politycznej (województwo, sejmik). Stwierdzono, że ze względu na bliskość języków tłumacze często uciekają się do kalki semantycznej, która nie zawsze oddaje pełne znaczenie pojęcia [5].

2. Analiza tłumaczeniowa: wyniki wskazują, że strategia transliteracji z dodaniem peryfrastycznego wyjaśnienia (opisu) jest najskuteczniejsza w zachowaniu specyfiki narodowej [4, s. 182]. Na przykład w tłumaczeniu realii „żurek" proste zastąpienie słowem „zupa" prowadzi do utraty kontekstu gastronomicznego, podczas gdy użycie zapożyczenia z krótkim wyjaśnieniem składników zapewnia lepsze zrozumienie tła kulturowego [2].
3. **Wyniki badań.** Obserwacje wskazują, że teksty, w których zachowano autentyczne nazwy (ang. foreignings), pod warunkiem dodania przypisów, są lepiej odbierane przez czytelników ukraińskich, gdyż wzbogaca to ich wiedzę o kulturze polskiej [1].
4. **Wnioski**. Badanie pokazuje, że tłumaczenie jest potężnym narzędziem komunikacji międzynarodowej. Praca z polskimi realiami wymaga od specjalisty głębokich kompetencji. Zachowanie równowagi między zrozumiałością tekstu a zachowaniem jego „polskiego" znaczenia stanowi główne wyzwanie. Automatyczne stosowanie analogii (na przykład zastępowanie polskiego „powiat" ukraińskim „rayon") prowadzi do poważnych błędów merytorycznych i zniekształcenia kontekstu społeczno-kulturowego. Dlatego dla tłumacza najlepszym rozwiązaniem jest metoda łączona: tłumaczenie opisowe (wyjaśnienie) w celu pełnego ujawnienia treści w językach blisko spokrewnionych oraz transliteracja w celu zachowania autentycznej nazwy.

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CONSTRUCTED LANGUAGES IN ANGLOPHONIC FICTION AND CINEMA

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Problem statement. Throughout the history of fiction authors tried to make the circumstances in which their heroes overcome challenges believable. To convey the graveness of events some made use of real mythology (e.g. Homer in The Odyssey), some — of events and history understandable to contemporary readers (e.g. Dumas in The Count of Monte Cristo). But, as time has shown, there is no better way to immerse the consumer in fiction than the unique language, which only the heroes of the novel speak, which lives, develops and evolves just as a real-world language.

Objectives. The primary objectives of this research are:

1. To make an overview of constructed languages in fiction written in English;
2. To examine the impact of fictional languages on a real world;
3. To look at the phenomena of learning fictional languages.

Methods. While the first use of a constructed language in writing may be attributed to Hildegard of Bingen, a medieval abbess, there is no dispute that the linguistic development of fictional languages had begun in the XX century and the pioneer of this phenomena was J.R.R.Tolkien. He created the first system of distinct languages that are connected to one another either through being related or through having influence on one another. The works of prof. Tolkien laid the foundation for future fictional language development. The most notable examples of this are Klingon (Star Trek), Huttese (Star Wars), Valyrian and Dothraki (A Song of Ice and Fire) and many lesser-known ones. Though fictional languages are mostly used in fantasy to create a feeling of a living world (a good example of it are TTRPG-s (Tabletop role-playing games, which are a subgenre of tabletop games during which players are expected to impersonate their characters in their actions, words and expressions) such as Dungeons & Dragons or Pathfinder, they are also present in sci-fi and real-word fiction.

While speaking of the impact of fictional languages on the real world, one must understand that the popularity of a certain language is strongly correlated with the popularity of the work that it originates from. While it is obvious that everyday life of fans of the show or the book may be affected by the created tongues, there are also examples of diffusion of fictional languages into pop-culture outside the fanbase. The following examples may illustrate that better:

1) In July 2015 a notice was published in Klingonese (a language from a sci-fi show Star Trek) by the Welsh Government following the speculated sighting of UFO [2];

2) More than 10 000 children were named after the characters from the show Game of Thrones, based on A Song of Ice and Fire by G.R.R.Martin [3];

3) Palantir Technologies Inc., founded in 2003, was named after the seeing stones of prof. Tolkien's The Lord of The Rings - Palantíri.

The proficiency in fictional language at first glance seems to be completely useless, save to some die-hard fans. It is not the case. Though few languages can be learned in a traditional sense (e.g. to be used in day-to-day communication), many can be studied in their entirety. Though the vocabulary and grammar of these makes them unfit for daily use, translations into them are possible. Examples include translation of the Gospel of Mark into Klingonese by Nick Nicholas, the New Testament into Quenya by Helge Fauskanger and The Klingon Hamlet. Learning fictional languages can also have various positive effects on language learning, as the process on initial stages is the same in real-world and constructed means of communication, and the interest for the lore makes it more comfortable and engaging. Thus, the skills acquired when learning Quenya or Klingon can be transferred when mastering German or Latin.

Results. Fictional languages affect not only admirers of the cinema and literature, but society as a whole, bringing up interest for learning in general, and learning languages in particular. Interest in linguistics may start from teen hobbies and passions, from reading to collecting figurines, and there is no doubt that the language-learning skills will be useful both in professional and every-day life.

Conclusions. Creating spoken and ancient languages is a crucial part of every fictional world-building process, and the more knowledge the author has on linguistics, the more believable the novel will be. Thus, the cooperation between authors, readers, language-lovers and professional language scientists is needed to make a good work, and benefits of that might be felt not only by fans, but also by the general public.

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THE ROLE OF LANGUAGE ADAPTATION IN INTERNATIONAL BUSINESS COMMUNICATION

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Problem Statement. Globalisation has made English the dominant language in international business. However, using a shared language does not guarantee successful communication. Even when all parties speak English, cultural differences in communication style, level of directness and nonverbal behaviour can lead to serious misunderstandings. This problem is particularly relevant for countries undergoing economic integration into global and European markets including Ukraine, which, as noted by Martins [5], faces a specific challenge: a large portion of its adult population has historically had limited English proficiency due to decades of Soviet-era education policy that prioritised Ukrainian and Russian over foreign languages.

This paper addresses a critical discrepancy between linguistic common feature (generality) and communicative effectiveness in international business contexts. While the adoption of English as a corporate lingua franca has been widely promoted as a solution to cross-border communication challenges, empirical evidence consistently reveals a persistent gap between shared language use and successful communicative outcomes. This research emphasizes that this gap is attributable not merely to linguistic deficiencies, but to the systematic underestimation of cultural and pragmatic factors that govern professional interaction. Specifically, it investigates the extent to which culturally conditioned communication norms, discourse conventions, and pragmatic expectation function as independent variables influencing the quality and outcomes of intercultural business communication – factors that remain largely unaddressed in language-focused approaches to international workplace communication.

Objectives. This article deals with the key linguistic and cultural factors that determine the effectiveness of international business communication. It investigates the gap between the use of a shared language and the achievement of genuine

communicative success in professional contexts: a gap driven not by linguistic deficiency, but by divergent cultural norms, pragmatic conventions, and communicative expectations that remain largely unaddressed in language-focused approaches to international business. Specifically, the study pursues the following objectives:

(1) to critically examine the conditions under which language adaptation becomes necessary, even when English functions as a mutually adopted medium of communication;

(2) to identify and analyse the mechanisms through which culturally conditioned differences in communication style, discourse conventions, and pragmatic norms affect professional interaction in international business contexts;

(3) to systematically outline evidence-based language adaptation strategies that demonstrably improve cross-cultural communicative outcomes in multilingual professional settings.

Methods. This paper is based on a review of academic literature in the fields of English as a Lingua Franca (ELF), Business English as a Lingua Franca (BELF), and cross-cultural communication. The analysis draws on Hofstede's cultural dimensions framework [2] and Hall's high-context/low-context model [1] as theoretical foundations. Empirical findings from studies of international business communication in European and global contexts are used to support the discussion of practical strategies.

The analysis of scientific literature underscores a fundamental tension at the heart of international business communication: the assumption that a shared language is sufficient for effective professional exchange. This assumption, as the reviewed studies demonstrate, systematically underestimates the extent to which meaning in professional contexts is culturally embedded. Communication breakdowns in multilingual business settings are rarely the result of vocabulary gaps or grammatical errors, they stem, far more often, from divergent expectations about what constitutes appropriate directness, how disagreement should be signaled, what silence implies, and whose communicative norms are treated as the default standard.

What shows the literature that it is a picture of international business communication as a site of ongoing negotiation – not only about language, but about cultural assumptions, power dynamics, and professional identities. English may provide a common code, yet the rules governing how that code is used remain deeply culturally specific and frequently invisible to the participants themselves. It is precisely this invisibility that makes the problem both persistent and underestimated in professional practice. The following findings illuminate the key dimensions of this dynamic.

Results. A particularly significant dimension of this problem concerns the communicative confidence of professionals operating in post-Soviet contexts. As Martins [5] documents, decades of Soviet-era educational policy that marginalised English in favour of Ukrainian and Russian left a lasting legacy of limited exposure and reduced proficiency among adult speakers. This structural deficit extends beyond vocabulary or grammar: research on post-Communist language learning environments demonstrates that speakers with limited English practice histories

frequently exhibit heightened communicative anxiety, a reluctance to contribute in professional settings, a fear of negative evaluation, and a tendency to self-censor in multilingual interactions [4]. In international business contexts, this anxiety functions as an invisible barrier that compounds the already complex dynamics of cross-cultural communication: even when proficiency is adequate, reduced self-confidence may lead professionals to avoid initiating interaction, concede positions prematurely, or fail to articulate their expertise – outcomes that directly affect the quality and equity of international business exchanges.

Cultural context shapes communication. The investigation consistently shows that cultural background influences the way people communicate in professional settings. Hall [1] identified a key distinction between high-context cultures (e.g., Japan, China, Arab countries), where meaning is conveyed indirectly and relies heavily on shared understanding, and low-context cultures (e.g., Germany, the USA, the Netherlands), where communication is direct and explicit. In international business, this difference leads to frequent misinterpretations, for example, silence or vague responses in high-context cultures may signal disagreement, while a low-context speaker may interpret them as agreement.

ELF creates both opportunities and inequalities. Kankaanranta and Louhiala-Salminen [3] found that English in today's global business environment is used pragmatically – it is goal-oriented, tolerant of non-standard forms, and shaped by business needs rather than native-speaker norms. This BELF model positions non-native speakers as competent communicators rather than deficient language users. However, research also shows that employees with lower English proficiency may feel excluded and hesitant to contribute their ideas, creating inequality within multilingual teams [7].

Effective adaptation strategies include: using plain, simple language and avoiding culture-specific idioms; asking clarifying questions and summarising key points to ensure mutual understanding; developing awareness of the communication norms of one's business partners; and prioritising clarity over linguistic sophistication. Tan [8] argues that balancing efficiency with cultural sensitivity is essential, ignoring cultural context can undermine trust and damage long-term business relationships.

Conclusions. Language adaptation is a core competence in international business communication and it is not a secondary skill. The findings of this research demonstrate that even when a shared language exists, cultural differences in communication styles, directness, and pragmatic norms continue to create barriers. Practical strategies such as simplifying language, avoiding idioms, and building cross-cultural awareness – significantly improve communication outcomes.

From a theoretical perspective, this paper supports a pragmatic, context-sensitive view of English as a lingua franca that values communicative effectiveness over grammatical perfection. From a practical standpoint, organisations and educators especially in countries like Ukraine expanding their international business connections should treat language adaptation and intercultural competence as priorities, not optional extras. The impact of digital communication tools and AI-

assisted translation on language adaptation practices in real business settings should be addressed for future research.

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СУЧАСНА ПАРАДИГМА ІНШОМОВНОЇ БІЗНЕС-КОМУНІКАЦІЇ: ПЕРЕДОВІ МІЖНАРОДНІ ПРАКТИКИ ТА МІЖКУЛЬТУРНА ІНТЕГРАЦІЯ

МАТЕРІАЛИ
МІЖНАРОДНОЇ НАУКОВО-ПРАКТИЧНОЇ СТУДЕНТСЬКОЇ КОНФЕРЕНЦІЇ

THE MODERN PARADIGM OF FOREIGN LANGUAGE BUSINESS COMMUNICATION: ADVANCED INTERNATIONAL PRACTICES AND INTERCULTURAL INTEGRATION

CONFERENCE PROCEEDINGS

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