

Annotation

Part 1. Innovation and information technologies in the social and economic development of society

1.1. Natalia Batkovets, Lidia Marusiak, Iryna Chorna. Influence of informational society on the smart city development.

The article examines the state and prospects of the development of the information society in the context of innovation and technology projects of Smart City development. The main tendencies and priority roles of the influence of education on formation of Smart City are investigated. The main barriers in the process of providing educational services and the development of the information society are identified.

1.2. Larysa Bogush. Innovations in the economy diversification: the tourism potential.

Methodological and practical approaches, as well as features of development of recreation industry in the segments of rural, agricultural, environmental and other types of tourism, using a complex potential of rural areas, are defined. In the conditions of globalization of economic systems and socio-cultural areas, an effective strategy for diversifying the specialization structure and increasing the competitiveness of both developed and developing countries is the acceleration of the development pace of the domestic tourism industry, the accession and strengthening their positions in the international market of hospitality and leisure services. Having a goal of increasing GDP, balancing regional socio-economic characteristics, developed countries also consider the prospects of environmentalizing the economy and improving the population's quality of life, while developing countries – stimulating the entrepreneurial activity in depressed regions and modernizing the economic complex structure in the context of sustainable development tasks.

1.3. Anatolii Kornus. Geographical aspects of dynamics of the industrial enterprises innovative activity of Ukraine during 2007-2017.

Geography of the industrial enterprises innovation activity of Ukraine was investigated, as well as the dynamics of it during 2007-2017. The index of industrial enterprises innovation activity both for 2007 and for 2017 was calculated by the region of Ukraine. The industrial enterprises innovation activity has a regional determinism and in general is a complex and uneven (asymmetric) economic and socio-geographical process, which has different territorial manifestations. Analysis of the industrial enterprises innovation activities of Ukraine indicates a low quality of innovation, weak market incentives for the development of high-tech production and low demand for innovation.

1.4. Iryna Maltseva, Tetiana Yarova, Liudmyla Arabadzy-Tipenko, Oleksandr Pavlenko, Oleksandr Yakoviichuk, Anastasiia Zinenko, Mariia Manuilova. Innovative technologies for ensuring ecological safety of maritime recreation.

The organization of monitoring, assessment of the current state of marine ecosystems, prediction of possible scenarios for their development – one of the actual tasks, especially in coastal areas with a high recreational load. Modern anthropogenic transformation of the ecosystems of the Sea of Azov, requires the development of innovative technologies to ensure the environmental safety of marine recreation, which take into account the composition of algae and the presence dangerous and

toxic species among them. During the massive development of algae on summer 2017, were found 18 algae species in the coastal recreational waters of the Azov Sea. *Cladophora Siwaschensis* was the main source of macroscopic formations.

1.5. Kalina Pashkevych, Olga Yezhova, Olena Kolosnichenko, Olena Gerasimenko, Bohdan Protsyk. Modern information technologies in designing fashion industry products.

The analysis of modern programs for clothing design is carried out, the concept of three-dimensional modeling of clothes is considered. For modeling of clothes on a virtual electronic mannequin, the information and methodological support of the process of three-dimensional clothing modeling was improved, the databases of the modifications of clothes parts were developed, the methods of transformation of the basic designs of clothing according to the sketch of the model of the projected form of clothing were improved. Approval of research results in the CAD-system JULIVI CLO3D.

1.6. Alla Rubanka, Tetyana Lutsker, Nataliia Ostapenko, Galina Tokar, Larisa Tretyakova, Marina Kolosnichenko. Development of design project decision for protecting clothing for the emergency-rescue works in aviation.

The work is devoted to the formation of the structure of assortment range of the overalls with different levels of the workers` protection, designed for handling of the emergency-rescue works in aviation. Analysis of the operation conditions, in which the emergency-rescue works in aviation are handled, gave grounds to single out two levels of protection and, as a result, led to the development of the structure of sets with two levels of protection – a single-layer overall for liquidation of the consequences and a multi-layer overall for localization and liquidation of the emergency situations. The proposed development of the overalls with different levels of protection was made using the Juluvi system – the system of automated designing of the clothing of domestic developer, which ensured the increased accuracy at all stages and higher mobility of design-projecting and production.

1.7. Olha Zastavna. Analysis of the formation of teaching methods of speech in children with hearing impairment in Ukrainian auditory-verbal centers.

The article presents the results of experimental-theoretical research of the author in the field of analysis of the formation of teaching methods of oral speech in children with hearing impairment in Ukrainian auditory-verbal centers. The relevance of pedagogical innovations, the essence of the technological approach, the peculiarities of individual technologies and their potential in oral speech teaching in children with hearing impairment have been determined. The actual directions of pedagogical search, the algorithm of pedagogical technology, principles of its construction and the conditions for effective implementation in practice of teaching oral speech in children with hearing impairment in Ukrainian auditory-verbal centers have been marked.

1.8. Regina Andriukaitiene, Valentyna Voronkova, Alla Cherep. The impact of innovation and information technology on the development of industrial management in the conditions of the fourth industrial revolution (Industry 4.0).

The urgency of the problem is that any type of management, including industrial, developed in the context of the industrial revolution and globalization that are determinants that define development. On the development of industrial control affects the information revolution, in particular the development of the digital economy, information and computer technologies, robotics and artificial intelligence. The aim of the research reveal how information civilization has an impact on the development of production, change the world and the human being, because technological innovation burst into production and forever changed it. Most of the

innovation in the production is realized in an era of digital and software and social networking over the past years, on the basis of digital progress, the development of Robotics and artificial intelligence." The fourth industrial revolution» affects the production, based on computer and digital technologies, software and communication networks.

1.9. Anna Artemenko, Serhii Yanevych. Theoretical and methodological foundations of the concept of social identity.

The article deals with the phenomenon of social identity, the theoretical and methodological foundations of sociological analysis. The significance of the process of formation of social identity is determined both for the theoretical understanding of the modern period of the development of society, and for the evaluation of practical trends and the direction of changes in what is happening. The concept of "identification" and the difference between the two concepts of "identification" and "identity."

1.10. Anatoly Butenko, Natalia Shlafman, Elena Bondarenko. The role of industrial parks in the development of technological entrepreneurship in Ukraine.

The article defines the role of industrial parks in the development of technological entrepreneurship in Ukraine; the classification of industrial parks is justified on the following grounds: type (by location and type of production activity), structure, ownership, formation of production capacities; the potential benefits of an industrial park for all stakeholders are identified; the factors hindering the creation of a ramified system of industrial parks in the country are revealed, and a critical analysis of the regulatory framework regulating innovation activity in Ukraine is presented.

1.11. Olena Vasylieva, Kalina Pashkevich, Irina Vasylieva, Volodymyr Ovcharek, Ruslana Khynevych. Formation of information bases for design of school formed clothing.

The article presents the results of studies on the design of school uniforms. The issue of the use of school uniforms in other countries of the world is explored. The selected assortment school uniforms is determined. The analysis of consumer preferences of colors is carried out. The classification of the main elements of the transformation of school uniform clothes and the principles of the implementation of their functions is developed.

1.12. Dmytro Vydolob, Mariia Vynnychuk, Marina Kolosnichenko. Modern trends in the design of jewelry.

This publication analyzes the main trends in the design of jewelry, taking into account socio-economic factors and technology development. Among such modern trends are distinguished, in particular, globalization of design, emotional richness of jewelry, maximalism and expressiveness, ergonomics in design, innovations and traditions in design, harmony and disharmony, return to natural forms, combination of materials, technological and handmade jewelry making, geometry and the mechanics, design and functionality of the jewelry aesthetics from the banal.

1.13. Andriy Grysenko, Olena Grysenko. Logic-historical regulations of digital development.

It is shown that digital development is an integral part of a more general process of transition from the industrial-market to the information-network economy and the formation of a reconstructive type of development. The essence of the digital economy as a system of economic relations concerning the production, distribution, exchange and consumption of goods based on the application of digital technologies is determined. It is shown that the development of digital technologies is corrected with the structure of human thinking. The development of digital technologies forms a

virtual world that exists alongside and in conjunction with the real world, which makes the world hybrid. The contradictory relationship between digitization, capitalization and socialization is shown and the challenges of the public arising in the process of digital development are clarified. The emphasis is placed on the importance of the formation of digital competences and the provision of social quality of development.

1.14. Anastasiaa Dyskina, Arina Niekrasova, Yelyzaveta Chukurna. Directions to improve the competitiveness of transport infrastructure at the example of the Odesa region.

The article presents an assessment of the index of infrastructure development in the Odessa region, which revealed a low level of development of its transport infrastructure. The directions of increase of competitiveness of the transport infrastructure of the Odesa region are offered. The use of the marketing approach in the activity of PJSC "Ukrzaliznytsya", which should be implemented in the direction of improving the service for customers, analysis of the market of transport services and assessing the demand of consumers of transport services, is substantiated. The formula of optimization of transport services is offered at the expense of coordination of efforts of various participants of transportations on an example of a railway transport and sea ports.

1.15. Nazar Dobosh, Lev Kl'oba. Influence of physical instruments of the state economic policy on the complication of the problems of negative climate change.

The article analyzes the negative climate changes problems which are connected with concentration of greenhouse emissions in Earth atmosphere. Author analyzed the positions of the main emitters of greenhouse gases on the use of economic instruments to reduce their emissions. The fiscal instruments usage in the Ukraine ecologically-balanced development is founded. As a result, it will improve the social life of the population, increase the ecological status of the country in the world, and will allow the use of modern innovative technologies in all spheres of public life and the branches of the national economy.

1.16. Iryna Zveruk, Mariia Zveruk. The concept of a paradigm and a disciplinary matrix in the concept of T. Kuhn.

This article are considered the key terms of the concept of changing the paradigms by the American philosopher and historian Thomas Kuhn. The peculiarities of the formation of the concept of "paradigm" on various historical stages of the development of the philosophy of science are analyzed. The characteristic features of the scientific paradigm and the disciplinary matrix are determined. The concept of "scientific community" as one of the main conditions for forming a paradigm is researched.

1.17. Liudmyla Zveruk. Innovative models of banking business development.

The introduction of innovations becomes a key factor in market competition, allowing advanced banks to earn extra profits through the appropriation of intellectual rents generated by the monopoly use of more efficient technologies. An important feature of modern economic growth is the transition to a continuous innovation process in the practice of banking institutions, through the creation and implementation of innovative business models of banking business. The presented research reveals the essence and specificity of banking innovations and innovation strategy. The modern business models of the bank are described, such as: Bank 1.0, Bank 2.0, Bank 3.0. It is proved that the business model "Bank 3.0", characteristic of an innovative bank in which almost perfectly constructed business processes and technologies are developed, a long – term strategy for all levels of management is elaborated in detail. The

description of the business process tree includes: description of the main business processes of the bank, as well as providing and management business processes. The research identified key features of innovative banking business models such as: Smart Multi-Channel Bank, Socially-Oriented Bank and the Bank as "Financial / Non-Financial Digital Ecosystem", based on the use of modern payment technologies, applications and services. The analysis of use of mobile and web-banking, NFC payment technologies, QR-codes and GPS, and the service of Android Pay by domestic banks are analyzed. The prospects for building banking business models based on blockade technology and biometric technologies are outlined.

1.18. Alexander Zinoviev. Development of technology of physical rehabilitation of invalids with disturbances of spinal brain functions.

The article presents the results of experimental and theoretical studies of the author in the field of physical rehabilitation of disabled people with disorders of the musculoskeletal system. The urgency of the problem is determined, the concept of rehabilitation and its types are analyzed. The need for the development of a complex phased technology of physical and social rehabilitation of people with disabilities in the cervical spinal cord, taking into account the structure of the defect and the nature of secondary disorders, is indicated.

1.19. Aleksy Kwilinski, Nataliia Trushkina. Features of digital marketing in the context of the informational economy.

The article summarizes and systematizes the existing approaches to the essence and content of digital marketing. The main differences between Internet marketing and digital marketing are identified. Common digital product promotion channels (content-marketing, digital advertising, multichannel promotion, web-analytics) are investigated and their features are revealed. It has been established that to attract customers it is advisable to use a complex of digital advertising channels. The benefits of using digital marketing tools are revealed. As a result of the research, key trends in the development of digital marketing have been identified.

1.20. Sergiy Kuchyn. Influence of social security on the indicators of international indices of socio-economic development of Ukraine.

The relationship between social security and indices of socio-economic development of Ukraine is considered. The essence of social security is analyzed. The influence of the state of social security on the place in international ratings is shown. The emphasis is on the socio-economic system of Ukraine. The place of Ukraine in the ratings of social and economic status is given. The method of comparative analysis is used. It is concluded that the indices are a reflection of the effectiveness of public policy in the social and humanitarian spheres. It was emphasized that the formation of value orientations in society and the provision of social security of the state are the priority direction of state security and cultural policy.

1.21. Volodymyr Lisjuk, Iryna Topalova. Innovative strategies for the development of market logistics theory and practice.

These researches substantiate: necessity of development of the theory of market logistics itself, which acquires new forms and directions; the strategic orientation of the country's economy towards effective integration into the global economic system; the author's hypothesis that the solution to the problem of integration of the Ukrainian economy is achieved in the most effective way – the integration of national markets through the extension of their logistics chains to external markets.

1.22. Zoriana Makohin. General tendencies, problems and factors of development of Ukrainian light industry product's export.

The article is devoted to the research of Ukrainian light industry export's potential and the ways of solving main problems of the industry. The dynamic and geographical structure of light industrial good's export is analyzed by author. According to the results of empirical analysis, the main factors that lead to increase export in light industry are investment inflows, moderate inflation and GDP growth. Also the major factors that have held back the growth of light industry products manufacturing during last years are analyzed by author. Proved, that export of light industry in Ukraine leads to an increase in total exports of the country, which leads to an increase in its GDP and household incomes. Recommendations for improving the efficiency of domestic exports of light industry products were provided in the article.

1.23. Victoria Melnyk. Informaciologia as a basis of the development of innovation and information technology in social and economic development of the State.

The article discusses the relevance of studying `informaciologiâ as a basis for the development of innovation and information technology in social and economic development of Ukraine. Regulators of the entire system of economic relations advocated mechanisms of information, able to assist in identifying the information potential. Information potential helps you achieve certain levels of the development of information standards and contribute to the definition of the rating of the State. Information potential of society plays an important function in the development of the business. Conceptual foundations of innovation and information technology in social and economic development covering information resources, information systems, which related to artificial intelligence, telecommunications, information and communications equipment and technology. Submitted by determining the Federation as the conceptual foundations of innovation and information technology in social and economic development of the country.

1.24. Liubov Niekrasova. Formation of the strategy of economic development of the enterprise on the basis of assessment of the level of competitiveness.

The article summarizes the methodological approaches to assessing the competitiveness of enterprises. Authors analyze the current trends in the development of the wine industry in Ukraine. A method of assessing the competitiveness of an enterprise at a certain phase of its economic development is proposed, taking into account a set of indicators characterizing all the activities of the enterprise and forming its competitiveness level. The practical aspects of determining the level of competitiveness of wineries in Odessa region are considered. Authors reveal reserves and developed appropriate recommendations on the behaviour of wineries and the necessary organizational changes to improve the sustainability of development and competitiveness.

1.25. Olga Pyurko, Svetlana Kazakova, Vladislav Pyurko. Integrative technologies of environmental territories restoration within a social environmentally safe recreation.

It is shown that salt stress causes structural and functional changes in plants' vegetative organs that can act as a marker for the effect of excess salt on plants. Detailed histological analysis of vegetative organs, the study of water content and the study of the daily dynamics of the intensity of transpiration of plants of various ecological groups is useful for assessing the ecological state of the plant growth site, the analysis of the interaction of plants with the environment, the analysis of the reaction of plants to change the conditions of cultivation, the study of the

preconditions of potential productivity of various plant species. It has been established that the critical salinity level for mesophytes (*Plantago lanceolata* L.) is $1,5 \pm 0,3\%$; glycophytes (*Artemisia santonica*) – $2,5 \pm 0,4\%$; crynhalophytes (*Halimione pedunculata*) – $3,4 \pm 0,5\%$; evhalophytes (*Salicornia europaea*) – $4,8 \pm 0,5\%$.

1.26. Natalia Radionova. Justification of organizational and economic mechanism of cost management for sewing enterprises.

The article deals with the questions of organizational and economic mechanism for cost management creation taking into account the peculiarities of sewing enterprises. The problems of cost management of the sewing industry enterprises are considered. The factors that influence the internal structure of the enterprise's cost management mechanism are determined. A schematic diagram of the cost management mechanism is presented, that is based on the conceptual, organizational and economic-functional basis of the enterprise's activity. The relationship of the mechanism of cost management results with the tactical and strategic objectives of the enterprise is shown.

1.27. Natalia Rezanova, Viktor Kyrychenko. Background of innovation in the practice of social change.

The place of innovation in the modernization transformations of society is considered. The semantic transformation of the "innovation" concept and its relevance to the categories "novation", "creativity", "discovery" are analyzed. New is seen as the immanent quality of being. The success of socialization of subjects and the effectiveness of social organizations becomes a necessity that provides innovation to the society itself. The conditions of successful introduction of innovations and features of the course of diffusion processes in the social system are determined.

1.28. Nataliia Rybka. The practicalization of philosophy, as an innovative social technology.

In the article, the process of the practicalization of philosophy is defined as an actual modern innovation social technology. The development of the process of "the practicalization of philosophy" in the world and in Ukraine is considered, the steps and stages of "practicing philosophy" are analyzed, the process of "the practicalization of philosophy" is determined, a comparative analysis of the phenomena of "social innovation" and "the practicalization of philosophy" is carried out, the positive features of "practicing philosophy" are justified as a social innovation.

1.29. Alexander Sklyarenko. Elements of innovative management in advanced technologies transfer system.

A brief analysis of the role of the new management decisions in the system of technology transfer, modern technologies, innovative development and the situation in the field of advanced technologies (nanotechnology and nanoindustry) has been conducted. The first successful domestic steps in the field of combining innovation management with the technology transfer system were analysed and demonstrated. Effective mechanisms of harmonious combination of modern management decisions in the field of technology transfer are proposed.

1.30. Igor Smyrnov. Conceptual basis of the logistic model of urban tourism sustainable development in conditions of "overtourism".

Revealed essence of complex logistic strategy of sustainable urban tourism development in the conditions of "overtourism", which is based on four concepts: decentralization of tourism, reverse logistics, marketing impact on logistics and increased requirements to tourists safety problems. The first concept is based on the logistics organization of the tourist area of the city, which includes such components

as: geological (geographical and logistical) identification of the resource base of urban tourism; logistical planning of tourist flows and determination of their needs; logistical design of tourist infrastructure network; logistic design of supply chains for tourist infrastructure functioning. The second concept involves an integrated approach to the utilization of the total amount of municipal waste, including tourist one, taking into account their collection and removal from the city, as well as processing at specialized enterprises. The third concept reflects how to use marketing to influence tourist traffic, reducing the volume of unwanted types of tourism (eg, intim-tourism). The fourth concept reflects the aggravation of the tourists safety problems in cities in the conditions of "overtourism". In this context, the experience of the Ukrainian cities like Lviv and Kyiv has been explored, and relevant recommendations have been given.

1.31. Kateryna Shafranova, Yulia Divinska. Development of social engineering in Ukraine.

The article examines the history of the formation of the term «social engineering», as well as a comparative analysis of this term with the term «social communications». The problem of formation of methodological substantiation of the research of social communications processes in Ukraine is analyzed. This problem is based on the different views of the representatives of the Kyiv School of Social Communications G. Pocheptsov and V. Rizuna, which entails different interpretations, and makes it impossible to formulate a single conceptual theoretical and methodological approach to the study of the processes of social communications and social engineering in general.

1.32. Olga Shevchenko, Anastasiya Mel'nik. Physical education of pupils with special educational needs by article gymnastics.

The article defines the effective health effects of gymnastics equipment on children's school with special educational needs. It has been established that congenital and acquired developmental disorders severely restrict the capacity of a young person, his social activity, and the sphere of life which negatively affects his personal development. It has been found out that the physical education of children with special educational needs requires a concrete search for a real impact on the body through targeted assistance to children during physical education at school. It is proved that it is artistic gymnastics that allows to improve the indicators of all components of psychomotorics: stability of attention, pace of movements, sense of rhythm, fine motor activity, motor coordination; physical development and preparedness.

1.33. Volodymyr Shevchuk. Development of the natural principles of economic management: The formation of a management culture of modern societies.

Mentoring is an integral part of nature, changing societies in the process of their livelihoods. Ensuring sustainability of socio-economic development requires its subordination to the laws of nature. The destructive nature of the business as a result of their violation makes protection of the interests of the descendants problematic. In XXI century management should be based on knowledge that has the status of salvation. For the first time, the urgency of creating the fundamentals of the management of the economy of modern societies was substantiated through a combination of the physico-economic knowledge created by V. Vernadsky and M. Rudenko with the coherent ideas of N. Viner and V. Glushkov. Compliance with the above principles becomes a guarantee of the promise of the investigated type of management culture.

Part 2. Innovative technologies in the formation, development and use of human capital

2.1. Yuliana Palagnyuk, Tetiana Kostieva. Innovative technologies of human capital use as a factor in the development of social activity of modern European youth in Ukraine.

The article reveals the peculiarities of the formation and the significance of human capital in the context of the introduction of innovative processes in society. The authors analyze the essence of the notion of social activity of youth and its importance in the process of European integration; determine the main aspects of the development of social activity in modern conditions. Today, the state and quality of education development, self-education, the possibility of applying the knowledge and competencies acquired, the degree of innovation activity and social consciousness in the country are becoming a top priority.

2.2. Valentyna Antoniuk. Problems and prospects of the human capital formation of Ukraine in higher education.

The article emphasized the leading role of human capital in the system of factors of endogenous growth. The analysis identified that Ukraine currently does not accumulate, but is losing the human capital. This is due to the negative demographic processes, stagnation, and deindustrialization of the economy, weak processes of modernization of vocational and higher education. The analysis of problems of the human capital formation of Ukraine in higher education demonstrated structural and qualitative discrepancy of professionals' training between the needs of the economy. The reasons for the low competitiveness of domestic universities on the world market of educational services are investigated and the priority tasks of human capital formation in higher education are defined.

2.3. Lyudmyla Biryuk, Serhiy Pishun. System approach as the methodological basis of forming the communicative competence of intending primary school teachers.

The priority idea of the article is a system approach, analyzing its capabilities for understanding the process of forming communicative competence as one of the components of the pedagogical system. Theoretical constructs of a number of authors, who determine the components of acquisition of future specialists' communicative competence in the process of professional training are presented in the article. The system approach, in particular the feasibility of its choice, is substantiated as the methodological basis, which allows to project adequately the trajectory of acquiring communicative competence by intending primary school teachers, applying formal and informal approaches to the implementation of the pedagogical system. The vectors of system approach are interpreted according to the acquisition of communicative competence by intending primary school specialists.

2.4. Oksana Danylko, Larysa Saganovska, Anna Tymoshenko. Use of information technology in the training of future air traffic controllers.

The article reveals the concept of information technology and their role in the training of future air traffic controllers. The features of some information technologies that are used in the training of cadets are considered. The current trends in the use of information technologies in the educational process to ensure high efficiency of the future professional activities of aviation specialists have been determined.

2.5. Oksana Yarmolovich. Lingoculturology as an aspect of education in realization of human capital.

The article is devoted to the role of linguocultural approach in teaching foreign languages as a component of multicultural of the human capital. Human capital refers to the skills, knowledge or training that individuals or teams have got during their educating. It is shown the role linguocultural approach in education for accumulating the human capital. The article shows the meaning of education (and its component linguoculture) as the system which gives effective implementation of human capital assets for human modernization. There were analyzed the possibilities of foreign languages in process of forming student's human culture. The components of the linguocultural approach in educational process as well as the significance of the humanities in formation the value orientations of the person are determined. The tasks of multicultural education of future professionals are identified in the article.

Part 3. Modern psychological technologies in the information space of human security

3.1. Liudmyla Kalashnikova, Viktoriia Chorna. Safe functioning of the regional society: experience of empirical sociological researches (exemplified by Southern Ukraine).

The modern interpretation of the concept "state security" implies the obligatory study of the interconnection and interdependence of mechanisms of protecting rights, vital interests of representatives at the national, regional, and personal levels. The content "region" and "regional security" within the limits of sociology is specified in this article. An attempt was also made to measure and analyze qualitative subjective (indices of safety, anxiety, confidence in the future), quantitative objective (age structure, people growth, morbidity, economic activity, the ratio of employed to unemployed people, the level of the population welfare, ecological and criminal situation) social indicators of the level of safe functioning and development of regional societies exemplified by Southern Ukraine. Subregions with different levels of life safety were identified on the basis of these indicators analysis.

3.2. Katerina Mannapova. The role of divergence of inspection in the selection of coping strategies and personality life.

There is a large number of studies devoted to the study of various factors that influence the adaptation of a person and ways how he is able to overcome stress throughout the life. The results of these works are ambiguous. Some of them argue that biological factors play a decisive role; other important aspects are attributed to personality characteristics, and some believe that an important factor influencing human health is social, and in a childhood, a person forms his or her outlook through the family, and in adulthood it happens by means of his social environment. At the present time, the study of hardiness as an integral characteristic of personality and coping as a strategy of co-behaviour, as well as the influence of the type of thinking on the person and its command, acquires the importance of considering this question.

3.3. Halyna Svidenska, Viktoriia Murashko. Ways of studying ethnic stereotypes as a phenomenon of ethnic self-consciousness.

On the material of the study of psychological literature, the theoretical analysis of the components of ethnic self-awareness and ethnic self-identification, which play an important role and functions in the regulation of direct interaction between representatives of different races, ethnic groups, ethnic minorities, etc., was carried out. Since the study of these realities of consciousness may help to better understand

the causes, the mechanisms of the formation of interethnic relations, the author is supported by the methods of studying ethnic stereotypes.

3.4. Olena Markova. The usage of interdisciplinary connections of physical culture and world literature in the main school.

The article highlights the problem of the creation of the interdisciplinary connections of physical culture and world literature, as the basics for integrative and multicultural approach in teaching pupils of secondary school age. We also disclose the content of the interdisciplinary connections, it's importance in the formation of the pupils' complete image about the educational subjects and value of the world literal inheritance and physical culture as a part of common human culture. The themes of interdisciplinary connections are given, which disclose the content of combination of certain knowledge, as in the world literature as well as in the physical culture in general.

3.5. Roman Pavelkiv. Reflection as a mechanism for the formation of individual consciousness and activity of a personality.

The article covers the essence of the psychological content of the concept of reflection and its polyfunctionality, so as the importance and uniqueness of the role of this phenomenon in the structure of the personality. Reflection is considered to be a mechanism of self-consciousness, a special research act, which directs a person to processing and realization of their own forms of consciousness to consider, in a substantive fashion, the knowledge about themselves and other people, a critical analysis of its content and methods of cognition. The author analyses features of different types and forms of reflection functioning, which contribute to the formation of many new traits of personality, determine its complete «self-image» and promote self-perfection of personality, success of its activity and communication in relations with other people.

3.6. Irina Sundukova. Mental health in the professional future of physical education teachers.

The article examines the psychological health of future teachers of physical culture, which is manifested in emotional well-being and mental equilibrium. It is established that achievement of emotional well-being of the future teacher of physical culture is possible under the following conditions: emotional satisfaction from professional activity; inner peace; ability to self-regulate; open to new; self-confidence, positive self-concept, harmony in oneself and others. The presence of mental health in the future teacher of physical culture is provided with an adequate self-esteem. It is noted that the ability to manage mental states and their own behavior, which are indispensable indicators of the mental health of the future teacher of physical culture, is achieved through methods of psychological self-regulation.

3.7. Svitlana Shevchenko. Socio-psychological training as a method for the development of individual stress tolerance of students in the information and educational environment of higher education.

The paper discusses the features of information and educational space of higher education, the causes of emotional stress situations and nervous and emotional stress of students, a negative impact on the well-being and success of their training. The need for the development of individual stress tolerance of students in these conditions is noted. The author's development of socio-psychological training for the development of individual stress tolerance of students is presented.

3.8. Ivan Yukhimishen, Darja Tymchenko, Iryna Pavlivska. Information and psychological safety of teenagers in the conditions of modern social and political situation in Ukraine.

The issue of information and psychological safety of teenagers attaches vital importance in the conditions of modern social and political situation in Ukraine. Information sphere has become an important segment of modern life equally compared with economic, industrial, political and military ones. The essence of information and psychological safety of teenagers' personality are highlighted in the article. The sources of menaces for information and psychological safety of teenagers are analyzed. It is mentioned that for effective providing of information and psychological safety of teenagers is necessary to require teachers' and parental collaboration. The steps which aimed the information and psychological safety of teenagers are described.