

6. Predictive analytics (specialists in this field of statistics plan and predict the behavior of this object under their control, trying to make the right decision in this situation).

Typically, Big data services are centered around information storage. Therefore, this technique is often used in management and in particular marketing. With the help of big data, you can easily track the demand for a product, understand the opinion of users and in general it is better to establish statistics. In particular, marketing research on the Internet is central to statistics. Big data opens up new opportunities not only in marketing, but also makes doing business much easier. Management, as a concept of management, cannot exist without tools that provide great data. Using a specific data source to generate statistics can improve performance, in terms of objective cost-benefit criteria, ie when comparing costs, you can see how profitable it is to produce a product.

Conclusions. So, Big data is a social-economic phenomenon that is directly related to technological progress, namely the development of information technology in recent years. New methods of collecting and processing information have changed the approach to marketing research, doing business, statistical calculations and management in general. Big data is a set of tools designed to meet the needs of a modern organization and to transform a huge, chaotic mass of data into usable information. Big data technologies have a high value in marketing and business, as they allow a variety of companies to set up and improve the statistical process.

УДК 811.111

TRENDS IN THE DEVELOPMENT OF THE U.S. ECONOMY (ТЕНДЕНЦІЇ РОЗВИТКУ ЕКОНОМІКИ США)

Самбурська О.В. – здобувач вищої освіти групи МЕН 2/1

*Науковий керівник – Орлова О.В., кандидат культурології, ст. викладач кафедри
іноземних мов МНАУ*

The state of the U.S. economy is analyzed. It describes the superiority of the U.S. economy over other countries. It substantiates the trends in the development of the U.S. economy.

Key words: *economy, U.S. economic trends, U.S. economic development.*

Introduction. The state of the United States economy today is the result of a long historical development. The United States is the largest producer of agricultural products. Economic superiority has a significant impact on the world economy, directly affecting the cyclicity of economic development in other countries as well as the structure of economic exchange in the world economy.

Main Material. The U.S. is the leader of the world economy, a country that is significantly ahead of any of the other developed countries in terms of the level and scale of development. With the increasing globalization of the international economy, the indicators of business activity within the United States are a "barometer" for the world economy, indirectly influencing the course of the cycle and changes in the state of national economies. The development of economic processes in the United States of America is one of the main generators of disruptions in the economies of the world.

Among the most important factors that ensure the role of the United States as a leader in the modern world is seen as:

- Their superiority over other nations in terms of the scale and richness of the market;
- The level of development of market structures;
- The level of scientific and technological potential;
- The capacity system of external economic relations in trade, investments and banking capital;
- level of labor productivity.

The U.S. has a Business Cycle Committee that has been studying the cycles of the economy since 1854. According to their data, the country experienced 32 cycles, five of which were associated with wars. The last peak of business activity in the U.S. was reached in 2007, after which the recession began and turned into a full-blown economic crisis. Prior to that, the peak of activity was in the fall of 2001 and the lowest point of decline was in the fall of 2001. The Dow Jones Industrial Average (DJIA), which reflects the impact of all the most important economic processes taking place in the U.S. economy, clearly illustrates the cyclicity of the development. As you know, this index is calculated as the average price of shares of the 30 largest U.S. companies on the New York Stock Exchange. Its dynamics demonstrates the strength of long-wave fluctuations (Fig.1). The dynamics of this index in constant prices shows a correspondential trend, the deviations from which have a clear convulsive character with a widening amplitude and a period of about 45 years [1, p.69].

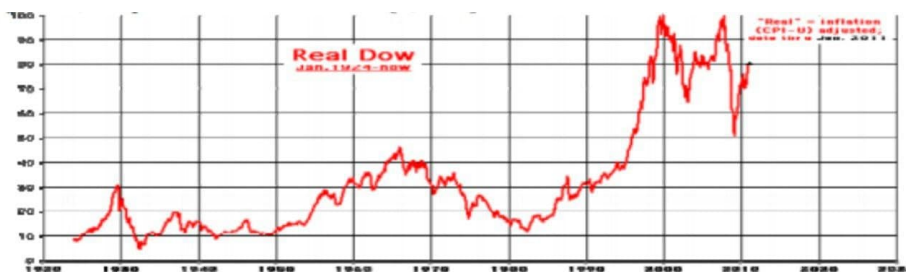


Fig.1. Dynamics of the Dow Jones Index in constant prices

Services is the main sector of the country's current economy, accounting for more than 80% of GDP. In the manufacturing industry the U.S. is one of the world leaders in computer, medical,

aerospace and military technology, as well as in the production of pharmaceutical products. In addition, the United States has a highly skilled workforce and the highest number of high school graduates per thousand workers in the world.

The U.S. is the third agricultural power in the world after China and India. The volume of agricultural production in 2015 amounted to \$176 billion, which was 5.6% of the total production of the countries of the world [2]. Due to its climate, terrain and territory, the U.S. is able to produce more than all agricultural commodities.

The United States specializes in the production of corn, soybeans, wheat, chicken, cowhide, and dairy products. The U.S. traditionally occupies the first place in the world in the production of corn and soybeans (over a third of world crop) and chicken production (18% of world production). The country is the main developer and producer of genetically modified food products, which constitute half of the bio-technological crops in the world, as well as the leader in the sphere of crop improvement.

The United States is the second largest energy consuming country after China. In the U.S. energy sector, thermal energy dominates, accounting for about 65% of the total production volume, and among the fuel types, naphtha (37%), natural gas (31%) and coal (18%) dominate in primary energy consumption [3].

The U.S. Congress has established that the monetary policy objectives of the Federal Reserve are to promote maximum employment and price stability in what is known as the “dual mandate”. The Federal Open Market Committee (FOMC) is the Fed's monetary policymaking body. The FOMC meets about eight times a year to discuss developments and the outlook for the U.S. economy and to debate different policy options, including the level of interest rates. The federal funds rate, the main interest rate managed by the Fed, is the rate which deposit banks charge each other to trade funds overnight in order to maintain reserve balance requirements. The federal funds rate is one of the most important in the U.S. economy because it influences all other short term interest rates.

The U.S. government budget has been in deficit for the past few years, beginning in 2002. In 2016, the deficit amounted to \$552 billion, which is equal to -\$1.5 billion. 3.3% of GDP. This is the largest deficit in the last 3 years.

The United States is one of the few countries in the world that taxes its nonresident citizens for income outside the United States:

- relatively high level of taxes on property and goods and services (excluding VAT);
- low share of income from corporate income taxes and social security contributions;
- the absence of taxes on wages and added value.

Conclusions. Thus, the U.S. ranks first in the world by the volume of industrial production. Today they account for close to half of the world grain exports. The sphere of services is dynamically developing and takes more and more important place in the export activity of the country.

U.S. leadership in the world economy is ensured mainly by their superiority over other countries in terms of the scale and richness of the market, the level of development of market structures, by the level of scientific and technological potential, a powerful and unhindered system of world trade, investment and bank capital links with other countries.

The U.S. state, using the assets at its disposal, is redistributing material, financial and other resources of the country and is taking steps to weaken the international economic position of the U.S. and to expand the expansion of U.S. monopolies.

Література:

1. Andrukovich P.F. Long- and medium-term dynamics of the Dow Jones index / P. Andrukovich // Problems of Forecasting. - 2005. - № 2.

2. Food and agriculture organization of the UNs statistics division. Available at: <http://faostat3.fao.org/download/Q/QD/E>.

3. Key world energy statistics. International Energy Agency [Electronic resource]. – Available at: <http://www.iea.org/publications/freepublications/publication/KeyWorld2016.pdf>

УДК 81'1(043.2)

THE USE OF INTERNET TECHNOLOGIES IN THE STUDY OF FOREIGN LANGUAGES IN THE SCHOOL (ВИКОРИСТАННЯ ІНТЕРНЕТ-ТЕХНОЛОГІЙ ПРИ ВИВЧЕННІ ІНОЗЕМНИХ МОВ У НАВЧАЛЬНОМУ ЗАКЛАДІ)

Сарницька Д. О. – здобувач вищої освіти групи Б 4/1

Науковий керівник - Глумакова О.І., викладач кафедри іноземних мов МНАУ

У статті досліджено застосування інтерактивних методів навчання, а також виникнення нового напрямку у вивченні іноземної мови за допомогою Інтернет-ресурсів із застосуванням різних принципів.

Ключові слова: *інтерактивні методи, інновація, Інтернет-технології, мультимедія, диференціація, оптимізація.*