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I. Реннер

INFLATION IN UKRAINE. ITS FEATURES AND WAYS TO OVERCOME IT

Inflation - means the depreciation of money as a result of exceeding the amount of trademarks in circulation, compared with the sum of commodity prices.

The appearance of inflation is an increase in prices - a direct reflection of the depreciation of money. As a phenomenon, inflation has already been known from about the fourth and third centuries. until e. in terms of monetary monetary systems. The reason for the depreciation of coins was the deliberate reduction of monetary metal in them. Thus, in the Roman empire, emperor Sempthymi Sever in 1982, the content of copper in silver coins was increased by 50 - 60%, which led to a depreciation of money and rising prices.

Examples of monetary - monetary inflation took place in later periods. However, in pre-capitalist formations and in the period of capitalism, up to the abolition of the gold standard, inflation was a sporadic phenomenon, since the amount of money in circulation was regulated spontaneously by their outflow into treasures or their inflow from there.

Purpose of the article: *the purpose of the paper is to define the concept of inflation, how it manifests itself and influences Ukraine, as well as to identify ways to overcome this phenomenon.*

Keywords: *inflation, economy, money system, market economy, deficit, commodity, surplus, money sphere.*

Інфляція-означає знецінювання грошей у результаті перевищення кількості грошових знаків, що перебувають в обігу, порівняно з сумою товарних цін.

Зовнішнім виявом інфляції є підвищення цін - пряме відображення знецінювання грошей. Як явище інфляція вже була відома приблизно з IV - III ст. до н. е. в умовах дії монетних грошових систем. Причиною знецінювання монет було навмисне зменшення в них грошового металу. Так, у римській імперії імператор Семптимієм Севером у 198 році вміст міді в срібних монетах було збільшено на 50 - 60%, що привело до знецінювання грошей і зростання цін.

Приклади монетно - грошової інфляції мали місце й у більш пізні періоди. Однак у докапіталістичних формаціях і в період капіталізму, аж до скасування золотого стандарту, інфляція була явищем спорадичним, тому що кількість

грошей в обігу регулювалася стихійно шляхом їхнього відпливу в скарби або їх припливу звідти.

Ключові слова: інфляція, економіка, грошова система, ринкова економіка, дефіцит, товар, надлишок, грошова сфера.

One of the indispensable attributes of monetary circulation in countries where the basis of social production is a market economy is inflation. This phenomenon, in fact, accompanied the commodity production throughout the historical path of its development, but with a particular frequency and negative consequences for the economy, inflation began to emerge in the twentieth century, when countries switched to paper-money systems. Inflation as a phenomenon covers practically all directions and areas of production and can lead to very acute social tension in society. At the same time, inflation which is significant in its scale undermines the economic position of the state, weakens its role in the world division of labor.

Inflation in Ukraine, as well as in other countries of the former socialist camp, is caused by many reasons, among them one can distinguish those that determined the main features of this process in our state:

Ukraine inherited from the USSR a very deformed economy, in which a huge role belonged to the military-industrial complex. In 1990, Ukraine's industry accounted for about 40% of production in military production. This dramatically reduced the economy's ability to meet the needs of the population and caused enormous unproductive costs.

Along with this, the national economy of Ukraine, as well as other CIS countries, was characterized by a high level of monopolization of the economy. An important reason for the rise in inflation in the early years of independent Ukraine was the fact that the government allocated enormous subsidies to support inefficiently operating enterprises. They belonged to the majority of collective farms, individual industrial enterprises and even branches, for example, coal.

The general state of the economy combined with the difficulties of the transition to the market period has led to a significant reduction in both industrial and agricultural production. For 1991 - 1999 the gross domestic product of the country decreased by 2.5 times.

Influenced the expansion of the state apparatus and so on.

An important reason for the development of the inflationary spiral was the rise in energy prices. Suffice it to say that only in 1992 the prices for oil, gas and petroleum products increased 300 times. In this regard, Ukraine, which does not have large reserves of energy resources and, above all, oil and gas, with its dependence on one supplier, has entered into an extremely difficult situation, and this has become one of the major factors of hyperinflation in our country.

Deformation of demand was a significant factor in inflation in Ukraine. Those groups of people who began to receive high incomes began to show increased demand for foreign goods and domestic goods of high quality. This led to an increase in disproportions in the economy, precisely because of a change in demand.

All these phenomena in the Ukrainian economy, as in the mirror, have been reflected in the huge deficit of the state budget, the coverage of which was largely carried out at the expense of the issuance of money.

In Ukraine, inflation is caused by a number of reasons, which, coupled with the complete destruction of the economic mechanism, has led to very serious consequences.

This difficult inflation period lasted practically until the monetary reform of 1996, after which inflation significantly decreased.

Ukraine has received special hopes for the suppression of inflationary processes after the end of the phase of depression and the beginning of recovery in social production. Already in 1999, the GDP decline was the smallest in all previous years and relatively small, and in 2000, for the first time, GDP grew by 5.9%. The following year it increased by 9.2%, in 2002 - by 5.2%, in 2003 by 9.3%, and in 2004 - by 12%. These positive changes, coupled with a sound monetary policy, also significantly influenced the dynamics of inflation. It began to sink noticeably and already in 2001 it was 6.1%, in 2002 it was 99.4%, and in 2003 it was 8.2%, although it increased in 2004 to 12.3%.

Ukraine has no significant experience in combating inflation, and therefore the theoretical and practical developments of Western economic science in this area were used in the development of our anti-inflationary policy in our country. This allowed our country, albeit with many serious mistakes, to curb, in the end, inflation and overcome your most negative social and economic consequences.

An important direction in the implementation of anti-inflationary policies should be central bank operations on the securities market. Active sale of securities and resuscitation of this market in Ukraine is a prerequisite for reducing the inflationary consequences of increasing wages, pensions, scholarships, etc. Today, this market in Ukraine is ineffective and weak. Strengthening its work becomes an indispensable condition for the development of the economy as a whole, as well as for improving the system of anti-inflationary measures of the state.

An important place in Ukraine for the containment of inflationary processes should be taken by the organization of public administration. In countries with economies in transition, and this is the economy of our country, an important anti-inflation measure is the control over the movement of foreign currency. The fact that the transition economy is characterized, as a rule, high level of dollarization. And this makes the money circulation very sensitive to all kinds of external and internal changes in the economy, and under certain conditions may become a factor in increasing inflation. At least domestic experts argue that, for example, between the course of hryvnia to the dollar and the level of inflation there is a fairly close connection.

In view of this, one should carefully design and implement currency policy in all its diversity. Policy in the area of exchange rate formation, organization of foreign exchange movement, its involvement in the investment process, methods and organization of its conversion into domestic currency, etc. - all of this is of great importance both for the entire reproduction process and for the state of the dynamics of inflationary processes.

Our young independent state is still only the first steps towards the development of anti-inflationary programs. But the first steps in this plane show that, when concentrating efforts of scientists in conjunction with the action of power structures, it is indeed possible to quickly gain a good experience in the fight against such a terrible phenomenon as inflation.

Inflation is an extremely complex socio-economic phenomenon and a long process. The inflation process in Ukraine is developing in accordance with generally accepted laws from moderate to hyperinflation.

Undoubtedly, Ukraine, having considerable economic potential, not only stabilizes the financial situation in the country, but also provides conditions for

controllability of the inflationary factor, which will enable it to take a proper place among other economically and socially developed countries of Europe.

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ІНШОМОВНЕ ПУБЛІЦИСТИЧНЕ ІНТЕРВ'Ю ЯК ЗАСІБ ФОРМУВАННЯ СОЦІОКУЛЬТУРНОЇ КОМПЕТЕНТНОСТІ ЗДОБУВАЧІВ ОСВІТИ

The article is devoted to the importance of socio-cultural competence formation at the foreign language lessons with the help of authentic texts of journalistic interview.

Key words: *socio-cultural competence, discourse, interview, integration process.*

Стаття присвячена важливості формування соціокультурної компетентності на заняттях з іноземної мови за допомогою аутентичних публіцистичних текстів інтерв'ю.

Ключові слова: *соціокультурна компетентність, дискурс, інтерв'ю, процес інтеграції.*

Одним із головних завдань вищої освіти сьогодення є пошук таких методів і форм навчання, які зможуть підготувати фахівців будь-якої сфери діяльності з високим рівнем знань та професіоналізму. Саме тому актуальною є побудова освіти згідно з європейськими, а також світовими стандартами. Отже, інтеграційний процес є обов'язковим в наші дні, саме цього вимагає сучасне суспільство.

Одним із напрямків інтеграції можемо вважати встановлення єдиних стандартів у середній та вищій освіті. А саме: оновлення змісту навчання та побудова його на основі творчої вольної освіти (Liberal Arts Education) [4]. Невід'ємною умовою інтеграції сучасної вітчизняної освіти до загальноєвропейського простору також вважаємо формування у здобувачів освіти соціокультурної компетентності, що включає до себе знання історії, культури, менталітету тієї країни, мова якої вивчається. Для її формування вважаємо за доцільне використання на заняттях з іноземної мови саме аутентичних іншомовних текстів, яскравими представниками яких є тексти-інтерв'ю сучасної преси. Особливий інтерес до публіцистичних текстів пояснюється тим, що їх спрямованість на масового адресата максимально відбиває соціальний комунікативний потенціал текстів такого типу.

Спираючись на опис інтерв'ю як окремого жанру публіцистики сучасними вченими-лінгвістами (Г.П. Апалат [1], А.Д. Беловою [2]), можна охарактеризувати