

The concept of a circular economy is closely linked to biotechnology. Within this framework, waste is considered not as a problem, but as a resource. Biotechnological processes enable the transformation of waste into valuable products: biofuels, bioplastics, organic fertilizers, enzymes, and other substances with commercial value. This approach contributes to reducing resource consumption and minimizing environmental impact.

Despite significant achievements, biotechnological methods of waste treatment face a number of challenges. These include the need for careful selection of microorganism strains, ensuring optimal conditions for their vital activity, scaling up processes from laboratory to industrial level, and also issues of biosafety when using genetically modified organisms. Overcoming these barriers requires interdisciplinary research and close cooperation between scientists, engineers, and policymakers.

Thus, biotechnological approaches to waste treatment represent a rapidly developing and highly promising direction that contributes to the implementation of the principles of sustainable development, environmental protection, and the formation of a circular economy. Their further development and widespread implementation can significantly reduce the negative impact of waste on the environment and create new economic value from secondary resources.

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EMOTIONS AND THEIR INFLUENCE ON HUMAN BEHAVIOR

У роботі розглянуто сутність емоцій як складного психічного феномена та їхній вплив на поведінку людини. Проаналізовано основні підходи до розуміння емоцій у психологічній науці, зокрема їх когнітивний, фізіологічний та соціальний аспекти. Висвітлено роль емоцій у процесах прийняття рішень, формуванні мотивації, міжособистісній взаємодії та регуляції діяльності. Окрема увага приділена впливу позитивних і негативних емоцій на адаптацію особистості до соціального середовища. Обґрунтовано значення емоційного інтелекту як чинника ефективної поведінки та психологічного благополуччя.

Ключові слова: емоції, поведінка людини, емоційний інтелект, мотивація, психічні процеси, міжособистісна взаємодія, саморегуляція.

The paper examines the essence of emotions as a complex mental phenomenon and their impact on human behavior. The main approaches to understanding emotions in psychological science are analyzed, in particular their cognitive, physiological and social aspects. The role of emotions in decision-making processes, motivation formation, interpersonal interaction and activity

regulation is highlighted. Special attention is paid to the influence of positive and negative emotions on the adaptation of the individual to the social environment. The importance of emotional intelligence as a factor of effective behavior and psychological well-being is substantiated.

Keywords: *emotions, human behavior, emotional intelligence, motivation, psychological processes, interpersonal interaction, self-regulation.*

Emotions constitute a fundamental component of human psychological functioning and play a decisive role in shaping behavior. In contemporary psychological science, emotions are understood as complex, multidimensional processes that involve subjective experience, physiological activation, cognitive appraisal, and expressive behavior. They arise in response to internal or external stimuli that are perceived as significant for the individual's needs, goals, or well-being. Far from being irrational or secondary processes, emotions serve adaptive functions that guide decision-making, motivate action, and facilitate social interaction.

From a theoretical perspective, several approaches explain the nature of emotions and their behavioral impact. The James–Lange theory emphasizes the physiological basis of emotional experience, suggesting that emotions result from the perception of bodily changes. In contrast, the Cannon–Bard theory proposes that emotional experience and physiological arousal occur simultaneously but independently. Cognitive appraisal theories, particularly those developed by Lazarus, highlight the role of individual interpretation in generating emotional responses. According to this view, it is not the event itself but the cognitive evaluation of its significance that determines the type and intensity of emotion. These theoretical frameworks collectively demonstrate that emotions are not merely reactions but dynamic processes integrating biological, cognitive, and social components [1, p. 175].

Emotions exert a powerful influence on human behavior through their regulatory and motivational functions. First, emotions act as internal signals that orient behavior toward or away from particular stimuli. Positive emotions such as joy, interest, and love promote approach behavior, exploration, and social bonding. Negative emotions such as fear, anger, and disgust trigger avoidance, defensive reactions, or confrontation. For example, fear activates protective mechanisms and increases vigilance in potentially dangerous situations, thereby enhancing survival. Anger may mobilize energy for overcoming obstacles or defending personal boundaries. Thus, emotions function as adaptive mechanisms that prepare the organism for action.

Second, emotions significantly affect cognitive processes, including attention, memory, and decision-making. Emotional states influence how individuals perceive and interpret information. Research in affective neuroscience indicates that emotionally charged stimuli are processed more rapidly and remembered more vividly than neutral information. Emotions also bias judgment and risk assessment. For instance, anxiety may lead to overestimation of threats, whereas positive mood states may foster optimism and creativity. In decision-making contexts, emotions often operate as heuristics, guiding choices when rational analysis is limited. Therefore, behavior cannot be fully understood without considering the emotional context in which cognitive processes occur.

A crucial dimension of emotional influence on behavior is emotional regulation. Emotional regulation refers to the processes through which individuals monitor, evaluate, and modify their emotional reactions in order to achieve goals or conform to social norms. Effective regulation strategies, such as cognitive reappraisal and problem-solving, are associated with adaptive behavior and psychological well-being. Conversely, maladaptive strategies, such as suppression or avoidance, may lead to increased stress, interpersonal conflict, and behavioral dysfunction [2, p. 1702]. The ability to manage emotions constructively is closely linked to emotional intelligence, which includes skills of recognizing, understanding, and regulating one's own emotions and those of others. Emotions also play a central role in social behavior. They facilitate communication through facial expressions, tone of voice, and body language, enabling individuals to interpret others' intentions and respond appropriately. Empathy, defined as the capacity to understand and share another person's emotional state, promotes prosocial behavior and cooperation. Emotional contagion—the tendency to automatically mimic and synchronize emotions with others—contributes to

group cohesion but may also intensify collective reactions, such as panic or enthusiasm. In this way, emotions not only shape individual behavior but also influence collective dynamics [3, p. 119].

In developmental psychology, emotions are recognized as key factors in personality formation and behavioral patterns. Early emotional experiences, especially those related to attachment and parental responsiveness, significantly affect later social competence and stress regulation. Chronic exposure to negative emotional environments may contribute to maladaptive behavioral tendencies, including aggression or withdrawal. Conversely, supportive emotional climates foster resilience, self-confidence, and constructive coping strategies.

The analysis of emotions and their influence on human behavior demonstrates that emotional processes function as an integrative mechanism linking physiological reactions, cognitive evaluations, and social interactions. Emotions not only reflect subjective experiences but also actively shape behavioral responses by directing attention, influencing judgment, and motivating action. Their adaptive value lies in preparing the individual to respond effectively to environmental demands; however, when poorly regulated, emotions may distort perception and lead to maladaptive behavior. Thus, the impact of emotions on behavior is dynamic and context-dependent, determined by the individual's cognitive appraisal, regulatory capacity, and social environment [4, p. 631].

In conclusion, emotions are integral to human behavior at biological, cognitive, and social levels. They guide action, shape perception, influence decision-making, and regulate interpersonal relationships. Rather than opposing rationality, emotions complement cognitive processes and enhance adaptive functioning. Understanding the mechanisms through which emotions influence behavior is essential for advancing psychological theory and for developing effective interventions aimed at improving mental health, social competence, and overall well-being.

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DIE ROLLE DES ÜBERSETZERS ALS INTERKULTURELLER VERMITTLER IM TOURISMUS

У статті показано, що перекладач у туристичній галузі виконує функцію міжкультурного посередника, забезпечуючи мовну та культурну адаптацію комунікації. Розглянуто ключові компетентності фахівця, зокрема міжкультурну компетентність, мовне посередництво (Sprachmittlung) та культурну локалізацію туристичного дискурсу.

Ключові слова: міжкультурна комунікація, перекладач, туристична галузь, мовне посередництво, культурна локалізація.

Der Artikel zeigt, dass der Übersetzer im Tourismus als interkultureller Vermittler fungiert und sowohl sprachliche als auch kulturelle Anpassung der Kommunikation gewährleistet. Die Schlüsselkompetenzen des Fachübersetzers, nämlich interkulturelle Kompetenz, Sprachmittlung und kulturelle Lokalisierung des touristischen Diskurses, werden untersucht.