

Motherland. There are some laws and decisions on this important question. We have state organizations which pay attention to this problem. The international conventions pay much attention to the control of population too. There are a lot of industrial enterprises in our country that's why we can't ignore the problem of the protection of our environment. We have got the main aim of the protection. Our environment must be clean.

What must we do for it? We have to control atmospheric and water pollution, to study the man's influence on the life of animals, plants and our human life. If we don't use chemicals in a proper way we'll pollute our environment. Our plants and factories put their waste materials into water and atmosphere and pollute the environment. There are many kinds of transport in our big cities, that is why we must pay attention to the protection of our nature and the health of the people. Radiation. Now it has become one of the main problems. It is not good for health of people died from radiation some years ago in Chernobyl. It was a tragedy. The other problem is an earthquakes in America. Our scientist try to forecast earthquakes, then we can protect ourselves from them. The people all over the world do everything to protect their nature, to make their country riches, do make their life happier [3].

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#### **ELECTRICITY IN EVERYDAY LIFE**

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*У сучасному світі роль електрики і електроенергії в цілому величезна. Електрика супроводжує людину всюди. Так само електроенергетика є одним з основних умов економічного зростання і соціального розвитку та має важливість електроенергії для всіх видів життєзабезпечення діяльності.*

**Ключові слова:** електрика, людство, енергія, розвиток, електроенергетика.

*The role of electricity and electric power in general is huge, nowadays electricity accompanies a person everywhere. Electricity is one of the main conditions for economic growth and social development and has the importance of electricity for all livelihoods.*

**Key words:** *electricity, humanity, energy, development, electric power industry.*

The history of civilization is the history of the invention of new and new methods of energy conversion, the development of its new sources and ultimately the increase in energy consumption. In the modern world, energy is the basis for the development of basic industries that determine the progress of social production. In all industrialized countries, the pace of energy development outpaced the pace of development of other industries. A specific feature of electricity is that its products can not be accumulated for further use, so consumption corresponds to the production of electricity and the size (of course, taking into account losses) and time.

It is impossible to imagine life without electricity. Electricity has invaded all spheres of human activity: industry and agriculture, science and space, our way of life. Such widespread distribution is explained by its specific properties: the ability to be converted into almost all other types of energy (thermal, mechanical, sound, light, etc.); the ability to be easily transmitted over long distances in large quantities; huge velocities of the electromagnetic process with the ability to break down energy and the formation of its parameter (change of voltage, frequency).

In industry, electricity is used both to actuate various mechanisms and directly in technological processes. The work of modern means of communication (telegraph, telephone, radio, television) is based on the use of electricity. Without it, the development of cybernetics, computer technology, and space technology would be impossible.

Electricity plays a huge role in the transport industry. Electric vehicles do not pollute the environment. A large amount of electricity is consumed by electrified railway transport, which allows to increase the capacity of roads by increasing the speed of trains, reduce the cost of transportation, increase fuel economy. Electricity in the home is a key part of ensuring a comfortable life for people. Electricity is an important part of human life. The level of its development reflects the level of development of the productive forces of society and the possibility of scientific and technological progress.

At the same time, energy is one of the sources of adverse effects on the environment and humans. It affects the atmosphere (oxygen consumption, emissions of gases, moisture and particulate matter), the hydrosphere (water consumption, the creation of artificial reservoirs, discharges of contaminated and heated water, liquid waste), the biosphere (emissions of toxic substances) and the lithosphere, change of landscape).

Despite these factors, the negative impact of energy on the environment, the increase in energy consumption did not cause much concern to the general public, as it was clear how from a

technical point of view it is possible to reduce or eliminate this impact. This continued until the mid-1970s, when experts found numerous data showing strong anthropogenic pressure on the climate system, which posed the threat of a global catastrophe with uncontrolled growth in energy consumption. Since then, no other scientific problem has attracted as much attention as the problem of current and especially future climate change.

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#### PROBLEMS OF MARKETING. (TARGETING)

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*У статті розглядаються теоретичні та методологічні аспекти формування та розвитку маркетингу взаємодії, виявляється зміст категорії «взаємодія», дається економічна інтерпретація ефекту взаємодії систем управління в забезпеченні єдності інтересів між усіма учасниками розвитку ринкових мереж.*

*Ключові слова: маркетинг, маркетинг взаємодії, ринкові мережі, ефективність, таргет.*

The interaction of the subjects of the market network, in the process of which the formation of long-term relations is carried out, the exchange of resources and information, can be viewed as a certain sequence of actions, limited in time and space. However, the process of interaction, its effectiveness depends on the overall goal of the subjects' behavior networks, situation or state of the controlled system, resource availability (potential) of the control system and the presence (level of resolution) problems, conflicting situations and the mismatch of the goals of the subjects participating in the interaction process. Interaction management on process network subjects has economic content since it acts not only as a part but also as the final integration element of the overall process of value creation. This management process may include such stages as