

- call your audience to action;
- express appreciation and gratitude.

Література:

1. Marina Starodubska, «Executive development reputation management programs», Kyiv-Mohyla Business School, 2018.
2. Fons Trompenaars and Charles Hampden-Turner, «Riding the Waves of Culture: Understanding Diversity in Global Business», 1997.

УДК 811.111

Danylchuk I.

ADAPTATION DIFFICULTIES IN THE USA

Стаття стосується процесу адаптації в англomовній країні як США, а також про різні проблеми та ускладнення у цьому процесі.

***Ключові слова:** труднощі адаптації, різні проблеми, іноземна мова, правила поведінки, вивчення англійської мови*

The article is about the adaptation process in the English speaking country like the USA, also about different problems and complications in this process.

***Key words:** adaptation difficulties, different problems, foreign language, rules of behavior, learning of English.*

America is the greatest country, full of endless possibilities. Many people want to live here and move for various reasons. Negative reasons, such as a war in their home country, cataclysms, or low level of income, can force a person to move to another place. There are also positive reasons for moving, such as: looking for a new job, pursuing the “American dream”, love, a better life, and a lot of others. But when moving to another country, you need to remember that you will have to

face a lot of different problems and complications, some of which we will talk about today.

First and foremost is the foreign language. It is very good if it is a neighboring country with the same language that you learned from childhood or studied this language. But if you come to another country, such as the USA, without knowing the local language, this will become a huge problem for you. Over time, you will learn language and it will not be a big problem, but at first you will face a lot of different problems. It will be hard for you to go to the store, communicate in institutions, ask for help and much more. It is very important to learn a foreign language that you think may help you in the long run so you not going to face similar problems. Learning more than one or two languages is always a plus. More languages will give you more opportunities in your future.

Second, but not least, is mentality. Other people have a different mentality and mind set, especially if it is a country on another continent or just faraway from yours. People have already developed some rules of behavior in society and the norms to which they adhere. It can be difficult for a person from the outside to get used to new rules, which can be very different from what they were used to from birth. In addition, things like healthcare, which are free in some countries, are very expensive in the USA, and the newcomer may simply not know about it. And there are many similar problems that a person may face when moving to the USA. Adjusting to the living in a new country takes time and lots of effort. This long hard way of adjusting and getting used to new society and place of livelihood called naturalization - becoming one of the locals in short words.

Third and one of the most important aspects that affect peoples ability to move abroad is age. It's way easier for younger person to learn language, change their behavior, get used to new rules and flow in live than the older one. The older you are then harder for you is going to be this transition from one way of live to another, from one country to another.

When moving to the USA, a person faces many different difficulties, but this is not surprising, because when a person tries something new, he rarely succeeds

the first time. Whatever problems you face, you can overcome them and grow above yourself. This also applies to moving to another country. You just need to try and adapt, allowing a foreign country to become a second home.

My journey started a while ago. I'm very happy that I was able to push on myself and pursue learning of English language. Because of that hard work in the begging and right people around who gave me opportunities to improve my language I was able to live and work in lots of places across the world. My journey begun in the UK, then I lived in Denmark and now I'm permanent resident of the USA. It took a lot of time and effort to find my place beneath the sun.

УДК 811.111

Дьяченко В.

Саламатіна О. О.

**SWEETENERS AND SUGAR ALTERNATIVES IN FOOD TECHNOLOGY
(ПІДСОЛОДЖУВАЧІ ТА АЛЬТЕРНАТИВИ ЦУКРУ В ХАРЧОВИХ
ТЕХНОЛОГІЯХ)**

У статті йдеться про існуючі цукрозамінники та причини їх використання у харчовій промисловості.

Ключові слова: *штучний підсолоджувач, аспартам, цукрозамінник, діабет, цукор, альтернативи.*

The article discusses the existing sugar substitutes and the reasons for their use in the food industry.

Keywords: *artificial sweetener, aspartame, sugar substitute, diabetes, sugar, alternates.*

Targeted diabetic confectionery for people with carbohydrate metabolism impairment includes sugar substitutes or sweeteners instead of sugar. At the same