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LEGAL SCIENCES		
18.	Бережняк В.Д. ПРОБЛЕМНІ ПИТАННЯ ФОНДУ ОПЛАТИ ПРАЦІ ТА ЙОГО СТРУКТУРИ	69
19.	Салманов О.В. ДЕЯКІ ПРОЦЕСУАЛЬНІ АСПЕКТИ ПРОВЕДЕННЯ НЕГЛАСНИХ СЛІДЧИХ (РОЗШУКОВИХ) ДІЙ	75
MANAGEMENT, MARKETING		
20.	Волокитина Л.А. О НЕКОТОРЫХ АСПЕКТАХ ОПТИМИЗАЦИИ МАРКЕТИНГОВОЙ ВОРОНКИ	78
21.	Гвоздік А.Г. МАРКЕТИНГОВІ УПРАВЛІННЯ ПІДПРИЄМСТВОМ: ОСНОВНІ АСПЕКТИ	80
22.	Литвишко Л.О., Овчаренко К.Ю. ЕКСПОРТ ТА РОЗВИТОК РИНКУ АГРОПРОМИСЛОВОЇ ПРОДУКЦІЇ В УКРАЇНІ	82
23.	Сақун Г.О., Калугіна Н.А., Топольник І. ЕФЕКТИВНІСТЬ ОРГАНІВ КОРПОРАТИВНОГО УПРАВЛІННЯ ТА ОЦІНКА ЇХ ЯКОСТІ	85
MEDICAL SCIENCES		
24.	Коваленко Т.І. МЕТОДИ ДІАГНОСТИКИ ГОСПІТАЛЬНИХ ПНЕВМОНІЙ	88
PEDAGOGICAL SCIENCES		
25.	Grinko V., Chernina S. DEVELOPMENT AND IMPROVEMENT OF THE ATTITUDE OF EMPLOYEES OF DIFFERENT FIELDS OF ACTIVITY TO A HEALTHY LIFESTYLE AND ACTIVITY OF PHYSICAL CULTURE UNDER COVID – 19	91
26.	Shevchenko O., Leshchenko T. IMPROVEMENT OF LANGUAGE TRAINING OF FOREIGN STUDENTS	99

DEVELOPMENT AND IMPROVEMENT OF THE ATTITUDE OF EMPLOYEES OF DIFFERENT FIELDS OF ACTIVITY TO A HEALTHY LIFESTYLE AND ACTIVITY OF PHYSICAL CULTURE UNDER COVID – 19

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Introduction. Socio-economic and political transformations of society, aimed at overcoming the crisis and building the foundations of democracy and market economy, have caused profound changes in all areas of production and social sphere. The reform process is closely linked to the development of human resources, the country's fixed capital for the future. In this case, physical health and physical fitness in conjunction with the spiritual and moral education and intellectual development of the individual, as components of the “human resource”, determine the relevance of the development of physical culture and non-professional sports. The actualization of this issue is exacerbated by the fact that physical culture and non-professional sports have a mission to promote socio-economic transformations taking place in society and the formation of a positive international image of the country. Modern world practice is characterized by the fact that in the field of physical culture and non-professional sports is developing production and investment activities. Physical culture and non-professional sports are transformed into an infrastructure that provides physical culture and sports services to the population and the state, meets their needs in matters of health and disease prevention, organization of healthy leisure, improving physical and spiritual fitness of workers in various fields. At the same time, non-professional sports occupy an increasingly central place in sectoral policy and are increasingly used to solve social and educational problems. In recent years, in some areas of physical culture and non-professional sports, there have been positive changes. However, in general, the state of physical culture and non-professional sports, according to experts, independent experts and researchers, is assessed as a crisis. Unfortunately, this situation is typical for all forms and types of physical culture and sports and aspects of industry infrastructure. Social, general pedagogical and special functions of physical culture and sports are not properly implemented; the tasks of physical education are solved.

Taking into account the constitutional rights of citizens to active recreation and sports, the responsibilities of the state for the development of physical culture and

PROBLEMS OF PRACTICE, SCIENCE AND WAYS TO SOLVE THEM

sports, it seems appropriate to develop a conceptual framework for sectoral policy. The main idea of the Concept is to determine the priorities for the development of physical culture and non-professional sports, which are the “growth points” of the whole industry in the medium and long term.

Priority, as a leading idea of building public policy, is based on taking into account the real capabilities of the state and society in terms of resource provision of the industry: financial, personnel, infrastructure, scientific and so on. The choice of priorities for the development of physical culture and non-professional sports is determined taking into account:

- expediency and compliance with the socio-economic policy of the state;
- availability of resources: financial, personnel, organizational and other;
- compliance with the interests and traditions of civil society in the field of physical culture and non-professional sports;
- influence on the formation of the foundations of sustainable functioning of physical culture and non-professional sports, the development of other (not priority today) aspects of infrastructure, forms and types of physical culture and non-professional sports;
- The possibility of using the climatic conditions of the village of Serhiivka, Odessa region, as additional factors in the development of sports.

The concept defines the goals of development of physical culture and non-professional sports, principles, priority directions and mechanisms of realization of the state policy and corresponds to the priorities of the national policy.

The content of the Concept corresponds to the norms of the Constitution of Ukraine, international acts: the Universal Declaration of Human Rights, the International Convention on the Rights of the Child, the UN International Charter on Physical Education and Sport (1978), the laws of Ukraine “On Physical Culture and Sports” (1993) . Order of the President of Ukraine On the National Strategy for Physical Activity in Ukraine for the period up to 2025 “Physical activity - a healthy lifestyle - a healthy nation”, Order 09.02.2018 № 617 “On approval of the Regulations on the organization and conduct of official sports competitions and training training meetings and the order of material support of their participants”, the law of Ukraine “About improvement and rest”.

The concept is a consolidated document that reflects the interests of the public, private sectors and civil society. This provision can be one of the conditions for the consolidation of central and local government, local government, scientific and pedagogical community, business and civil society.

The development of the Concept is based on the analysis of the current situation in Ukraine in the field of physical culture and non-professional sports.

Identify the problem that the program is aimed at solving. Physical culture and non-professional sports are one of the dynamically developing branches of the social sphere. At the same time, global trends are the further growth of sports results, the introduction of scientific and technological achievements in the processes of training

PROBLEMS OF PRACTICE, SCIENCE AND WAYS TO SOLVE THEM

and competitions, the further development of the sports industry because of the formation of public-private partnership. Providing the industry with modern infrastructure. The growing number of physical exercises. The actualization of the social essence of physical culture and non-professional sports has become a characteristic phenomenon for the leading sports states and world systems of physical education. The main aspects of strengthening the social functions of physical culture and non-professional sports are:

- satisfaction of physical culture and sports needs of society and the state, increase of efficiency of professional readiness of workers of various spheres of activity;
- promoting the formation of a positive image of the country;
- Development of production and investment activities in the field of physical culture and non-professional sports, creation of additional jobs in sports and related fields;
- Prevention of antisocial behavior through the promotion of ideas of a healthy lifestyle and physical perfection;
- Social rehabilitation and integration into society of people with disabilities, the formation of tolerance and spirituality in society through the development of adaptive physical culture;
- Actualization of physical culture and non-professional sports as a factor in strengthening the health, preservation and development of the gene pool of the people. This trend is based on the recognition of the fact that human health depends on the health care system only 10-15% and 50-55% - on the conditions and lifestyle, an important component of which is physical education [2].

In accordance with world trends, Ukraine has been taking various measures to develop the industry for 20 years. However, physical culture and non-professional sports are in crisis. In the context of the development of the Concept, the interests of the implementation of the State Concept for the Development of Physical Culture and Sports approved by the Decree of the President of Ukraine and the Action Plan for its implementation approved by the Government Resolution are presented. The implementation of this Concept will have a positive impact on the development of physical culture and sports:

- for the first time in Ukraine a Concept was developed, which presents the basics of state policy in the field of physical culture and non-professional sports, experience in developing and implementing sectoral policy is formed, a community of independent experts in physical culture and non-professional sports is formed;
- Intensification of private business, despite the lack of stimulating regulations and legal acts. At the same time, financial participation of the private sector in many cases dominates or is represented in equal shares with state participation;
- obtaining a significant development of the form of material and moral stimulation and social support of athletes, coaches and specialists in physical culture and sports;
- developed the first steps for scientific and methodological support of national teams in sports;
- improved social rehabilitation and integration into society of people with disabilities in certain areas of adaptive physical culture and non-professional sports.

PROBLEMS OF PRACTICE, SCIENCE AND WAYS TO SOLVE THEM

The implementation of this concept can be a turning point for the field of physical culture and non-professional sports:

- improving the health of various segments of the population;
- The mass of physical culture and sports reaches only 6-7%, which is below the threshold level of security of the nation's gene pool (15%) [3; 4];
- More than half of the working age population does not meet the norms and requirements for physical training;
- There are no modern normative bases of physical education of the population;
- Ineffective system of promoting a healthy lifestyle and physical culture and sports, against the background of advertising of tobacco and alcohol products;
- Underdevelopment of health-improving forms of leisure activities;
- Unsatisfactory condition of the material and technical base of physical culture and sports;
- provision of secondary schools with full-fledged sports halls is - 48.3%, stadiums and the simplest sports facilities 91.3%, the condition of 37% of sports facilities is assessed as unsatisfactory, in 70% of schools inventory and equipment have not been updated for 15-20 years, provision of the population with sports facilities is 16%, the rate for swimming pools 3% [3; 4];
- “Leak” of promising athletes and coaches abroad;
- Lack of scientific and methodological support for national teams in sports;
- Growth of antisocial habits. According to the Ministry of Health of Ukraine, the Center for Necrology, the Bureau of Forensic Medical Examination of the Ministry of Health of Ukraine, in 2020, officially registered with a diagnosis of drug addiction is 4.5% more than in 2015. In 2020, 24.5% more people died from drug overdose than in 2015 [5];
- Insufficient state funding for the industry. There are no targeted program funding and additional funding mechanisms.

Thus, the main problem of the crisis of physical culture and non-professional sports is the contradiction of organizational and managerial, financial, economic and regulatory framework of physical culture and sports in a market economy and democratic society. In turn, the main problem creates problems of the investigative level, which are manifested in almost all forms and types of physical culture and sports.

The purpose of the program. The purpose of the Concept is to develop principles, approaches, priorities, directions and mechanisms that ensure the formation of an effective state policy for the development of physical culture and non-professional sports. The purpose of the project, which has no analogues in Ukraine, is to find out what can be achieved by professionals in various fields of activity who do not play sports professionally, if you create the right conditions for physical activity and leisure. Identification of potentially talented athletes by sports federations.

The model of popularization of non-professional sports developed by us gives the chance to estimate the relation to environment and through it relations to estimate the place in a society. Non-professional sport, as a type of social, non-productive activity reproduces certain basic mechanisms of human self-awareness and self-determination, having specific educational opportunities to become a full-fledged type of social activity, the sphere of approval and acquisition of cultural and creative meaning. In

PROBLEMS OF PRACTICE, SCIENCE AND WAYS TO SOLVE THEM

fact, the process of playing sports develops such socially significant qualities as purposefulness, perseverance, determination, courage, endurance, initiative, independence, which are necessary to achieve high achievements in competitions, as well as in everyday life. Finally, in sports, the creative aspect is fully manifested, primarily related to the harmonious and comprehensive development of the individual. In accordance with the needs of man in creative activity, this aspect acquires special value.

Achieving the goal involves solving the following tasks:

1. Optimize the organizational and management system of management of physical culture and non-professional sports.
2. To form additional internal and attract external sources of funding for physical culture and non-professional sports.
3. Optimize the legal framework for physical culture and non-professional sports.
4. To form a normative legal framework that ensures the increase of social significance and financial stability of the functioning of physical culture and non-professional sports.
5. Develop a system of monitoring and evaluation of the state and development of physical culture and non-professional sports.
6. To promote spiritual and moral education, to carry out prevention of deviant and antisocial behavior, social rehabilitation of vulnerable groups.
7. To optimize the system of organization and holding of complex competitions of national and regional levels as factors of development of physical culture and non-professional sports.
8. To form a lasting interest in physical culture and sports, to promote health and increase the level of physical fitness of various segments of the population.
9. Optimize the system of professional training based on the introduction of adapted technologies of the Bologna educational system and other forms, methods and technologies
10. To improve professional and applied physical training of able-bodied segments of the population.
11. Preserve and develop the material and technical base of physical culture and sports.

An example of an initiative to build a system of personal growth, leadership development, teamwork through the involvement of employees in various fields of activity in a unique system of non-professional sports and promotion of healthy lifestyles is the experimental project “Bessarabia Games”, which was created in 2021 in Sergievka Odessa region. Unlike most other projects, this project was created on the initiative of PE “Renaissance – 7” and with the support of central and local executive bodies.

Determining the optimal solution based on a comparative analysis of possible options. This mission is feasible with the progressive development of a democratic society, market economy and recognition in the near future of physical culture and sports as one of the priorities of social policy. It is necessary to take into account the possibilities of physical culture and sports as a multifaceted factor in forming a positive image of the country, region, tolerance and tolerance of society.

PROBLEMS OF PRACTICE, SCIENCE AND WAYS TO SOLVE THEM

The transformation of physical culture and sports into an infrastructure capable of meeting state and public needs in the field of active recreation and a healthy lifestyle of various segments of the population will reveal the economic potential of the country as a whole and regions in particular.

The implementation of the Concept envisages the development of program and planning documents by the subjects of physical culture and sports based on the principles of reality, expediency, continuity, publicity and cyclist, first by state and regional bodies of physical culture and sports, as well as local state bodies. At the same time, the Concept focuses on the development of forms and types of physical culture and sports based on programs and projects of federations, associations and other public associations in sports, on a significant increase in the role of the private sector.

In order to practically implement the Concept:

- strengthening social guarantees for the best employees, coaches and specialists in physical culture and sports.

- Implementation due to multi-channel financing at the expense of: national budget, local budget, extra-budgetary funds.

Mechanisms of formation of sports image of the country:

- Development of priority sports;
- Further development of the system of motivation of the best employees-athletes, coaches and specialists.

Mechanisms of material and technical base development:

- providing a minimum set of sports equipment for the basic types of programs: beach soccer, beach volleyball, checkers, chess, swimming in the open water.

Ways and means to solve the problem, the term of the program. We present an analysis of the factors involved in the promotion and development of non-professional sports as a type of self-actualization of the individual. An example of an initiative to build a system of personal growth, leadership development, teamwork through the involvement of employees of various professions and activities in a unique system of physical education to ensure intersectoral and interregional links is the pilot project “Bessarabia Games”, created in 2021 Serhiyivka of Odessa region and whose motto is “Non-professional sport - sport for all”.

The program presents an analysis of the role of non-professional sports in the actualization of important needs for the individual, such as the development of creative activity, self-expression, combating the adverse effects of stress, preparation for other activities. The authors emphasize that one of the most important factors in the development of mass non-professional sports is the state policy in the field of promoting physical culture, sports and healthy lifestyle and providing conditions for the spread of mass non-professional sports, physical culture and health work among workers in various fields. Non-professional sport as an important social phenomenon should cover all levels of modern society. It is in non-professional sports that such important values for society as equality of chances for success, its achievement, the desire to be the first, not only to defeat the opponent, but also oneself, are most clearly manifested. In the modern world, there is a steady trend of increasing the role of non-professional sports as a sphere of human activity and a cultural phenomenon that creates a certain socio-cultural environment.

PROBLEMS OF PRACTICE, SCIENCE AND WAYS TO SOLVE THEM

Terms of implementation of the program 2022 - 2027.

Expected results of the program, determining its effectiveness. The program aims to promote physical culture and a healthy lifestyle among various segments of the population.

This Concept is designed to promote the development of physical culture among the population of Ukraine; formation of the population of Ukraine needs for physical activity and ensuring the appropriate level of physical fitness; promoting a healthy lifestyle; patriotism and national consciousness of the population of Ukraine; preserving, restoring and strengthening the health of the population of Ukraine during the COVID pandemic - 19. Improving the quality level of very physical culture and health activities among all professional segments of the regions of Ukraine, involving employees of all types of activities in regular physical culture and sports. Strengthening public opinion about the leading role of physical culture and sports, the formation of a healthy lifestyle.

The main task is:

- Promotion of a healthy lifestyle, involvement of citizens of the regions of Ukraine of various professions in the problem of maintaining their health, education and consolidation of positive life attitudes;
- Improvement of the system of preventive activities and propaganda of COVID - 19;
- Search for new technologies and models of functioning in the practice of promoting a healthy lifestyle;
- Development of a volunteer movement to promote a healthy lifestyle;
- Identification and dissemination of innovative experience in promoting a healthy lifestyle;
- Formation of specialists in all spheres of social and normative lifestyle with a predominance of a healthy lifestyle;
- Involvement of people of different professions in regular physical culture and sports;
- Popularization of physical culture and health and physical culture and sports activities of all segments of the population of Ukraine;
- Identification and dissemination of innovative experience of structural units of the regional state administration in the system of health-preserving methods and technologies.

Assessment of financial, logistical, labor resources required to implement the program.

Financing of the Concept and logistical support will be carried out at the expense of:

- State budget;
- Local budget;
- Private sector, including productive investment, sponsorship, charity, contributions from businesses;
- Public forms of investment.

Personnel potential will be made up of representatives of the Organizer; representatives of the Ministry of Youth and Sports; representatives of the Odessa

PROBLEMS OF PRACTICE, SCIENCE AND WAYS TO SOLVE THEM

regional state administration; representatives of the administration of Serhiivka village; representatives of sports federations of selected sports, athletes and judges.

Conclusions. Thus, sport is a product of culture, because it always has a significant impact on the socio-cultural environment in which it is formed and developed. Sports events are broadcast by the media and become dominant in popular culture in general. Undoubtedly, excellent sporting events influence the processes of identity construction. The promotion of such values as multiculturalism, tolerance, solidarity, team spirit is used. Sport is precisely the mechanism that contributes to the achievement of these goals. The analysis of the sports factor as a set of specific social relations, which form some stable value orientations, allows to reveal its influence on the formation of personality and to establish important socio-cultural functions. Thus, it can be concluded that the analysis of sports in connection with social relations makes it possible to reveal important personality traits. Mass sport is a necessary condition for the successful development of modern Ukrainian society and the achievement of national strategic interests. One of the most important factors in the development of mass sports is the state policy in the field of promoting physical culture, sports and a healthy lifestyle.

Now there are many examples that allow us to look with optimism at the prospects for the development of sports in our country. The main task of the state in the field of physical culture and sports is to raise the prestige of sports and create conditions for physical culture and promotion of physical culture and sports as an element of a healthy lifestyle and prevention of negative phenomena that exist in society.

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