

ABSTRACT&REFERENCES

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METHODOLOGICAL APPROACHES TO THE ESTIMATION OF NATIONAL BRAND

p. 6-14

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The article analyzes the methodology of the most authoritative rating models and indexes of estimation of national brands with the allocation of their strengths and weaknesses. The factors influencing the formation of the international image of the country are determined. It has been established that none of the indexes can fully appreciate such a complex phenomenon as the country's brand. The conclusion is drawn on the expediency of developing a comprehensive methodology, focusing on economic parameters and objective assessments in order to determine the role of the national brand in global competition

Keywords: national brand, branding models, brand management, image positioning, rating, competition

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SANITARY AND EPIDEMIOLOGICAL CONDITION OF THE CAMP OF INTERNED SOLDIERS-UKRAINIANS ALEKSANDROV (POLAND), December 1920 – July 1921

p. 15-18

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The article analyzes the sanitary and epidemiological situation in the camp of interned soldiers-Ukrainians in Alexandrov (Poland) in the late 1920s – the first half of 1921. It is proved that unsatisfactory sanitary condition in the camp was caused in the winter of 1921 to outbreaks of bone diseases which were immediately localized by the efforts of Ukrainian and Polish doctors. Subsequently, the overwhelming majority of patients interned were treated in the Ukrainian general-purpose hospital and ambulatory clinic, receiving qualified medical aid there

Keywords: interned, hospital, ambulatory clinic, doctor, sanitary condition, disease, Aleksandrov, Poland

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ANALYSIS OF THE TATTOO OF THE CLAN REPRESENTATIVE COMMUNITY AND ITS POSITIVE DEFORMATION IN SOCIETY

p. 19-22

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In this article the problems of tattoo influence in clan societies as one of the subspecies of modern tattoo in general are considered. Various tattoos are analyzed in individual clan communities and groups. The research results on the study of differences, directions, both positive and negative, of individual representative communities and their tattoos are formulated

Keywords: tattoo, design, clan society, grouping, functions, types of tattoos, aesthetic component, highly artistic drawings

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IMPLEMENTATION AND LOCATION OF THE RED COLOR AS A BASIS OF TRADITIONAL KROLOVETS TOWELS

p. 22-25

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The article clarifies the features of the artistic ethnographic works of the Ukrainian Slobzhanshchyna - Krolevets towel. The technology of manufacturing raw materials for ancient weaving production, as well as features of motifs in the structure of drawings and colors, which the craftsmen used, is considered. The emphasis of the impact on the uniqueness of the special style of the Krolevets towel and their destination on compositional decisions on the special events of the life of the inhabitants and society as a whole

Keywords: Krolevets towel, Slobzhanshchyna, artistic, ethnographic, craft, weaving, red color, compositions

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ENVIRONMENTAL AGRICULTURE IN AZERBAIJAN THROUGH THE PRISM OF BIOGENICITY AND THE ASSIMILATION POTENTIAL OF SOILS OF BIOCLIMATIC LANDSCAPE ZONES OF THE COUNTRY

p. 26-30

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The development of the agricultural complex and its scientific potential is becoming one of the most important directions of the country's economy under current conditions. The problem of development in the country of the centers of formation of manufacture of environmentally friendly production is actual. Based on the results of studies on the assimilation potential of soils in various bioclimatic landscapes in Azerbaijan and the assessment of soils, a map of priority regions has been developed for conducting environmentally friendly agriculture in order to obtain environmentally friendly agricultural products. Regions of the country that are most suitable for the formation of ecological agriculture in terms of quality of soil cover and water resources are located in the foothill regions of the Lesser and Greater Caucasus, in the area of Talysk

Keywords: agriculture, cropping, environmentally friendly soils, environmentally friendly water, mapping

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ENVIRONMENTALLY DANGEROUS WATER DISPOSAL IN THE SETTLEMENTS OF UKRAINE ON THE PRINCIPLES OF SUSTAINABLE DEVELOPMENT

p. 31-34

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The results of the study of the main provisions of the concept of sustainable development regarding provision of ecological safety of settlements are presented. The recommendations of the international summits on sustainable development are defined. The method of choice of the best technologies of ecologically safe water disposal in settlements located on eutrophic water objects as an important component of ecological and social safety of settlements of Ukraine is offered

Keywords: sustainable development, settlements, ecological hazard, ecologically safe water disposal

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RESEARCH OF FAILURE OF INFORMATION SYSTEMS OF MEASUREMENT OF MECHANICAL QUANTITIES

p. 34-37

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In this paper, the errors in measurement of mechanical quantities in wireless sensor networks and microprocessor frequency meters connected to nodes of sensor networks, which together constitute an information measuring system, are investigated. The problem of determining the error in measuring the distance and time of the signal transmission between transceivers is investigated. The distance is calculated using the propagation time of the signal. The error of the microprocessor frequency meter, measuring the frequency of chaotic radio pulses in sensory measuring networks, as a magnitude of the inverse time of the signal transmission, is estimated

Keywords: *transceiver, sensor, radio pulse, time, distance, error measurement, obstacles, frequency meter, quantization*

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MEASUREMENT OF CARBON DIOXIDE IN PUBLIC, HOUSING AND OFFICE BUILDINGS

p. 38-41

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The problems of indoor carbon dioxide pollution are considered. A series of experiments on the measurement of carbon dioxide gas contamination with the device "Walcom HT-501" was conducted. As a result of the work, the results of measurements and the influence of carbon dioxide concentration on the state of health and human capacity in the room are considered and analyzed in detail. The impact of people on increasing the concentration of carbon dioxide gas in the room. The standard carbon dioxide concentration indices in the room are considered and analyzed
Keywords: *gas analyzer, carbon dioxide, concentration, influence on the organism, efficiency, air space, ventilation*

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WAVE LOAD ON THE TOP PART OF THE THROUGH-TYPE MARITIME HYDRAULIC CONSTRUCTIONS

p. 42-45

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In the real work the research results of vertical component of wave load on the top part of the through-type maritime hydraulic constructions in deep-water and shallow zone depending on value of wave-number and length of top part in the direction of wave ray. Developed methodology of calculation recommended for the use in normative documents

Keywords: vertical component of wave load, top part, hovergap, deep-water, shallow zone

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DEVELOPMENT OF THE COMPLEX BAKERY IMPROVER «FRESH KSB +» FOR THE FRESHNESS EXTENSION OF BAKERY PRODUCTS

p. 45-49

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The article considers the development of a complex bakery improver “KSB Freshness +”, which includes whey protein dry concentrate “KSB-UV-65” as a functional basis. Active part is the enzyme Novamyl 1500 MG, dry wheat gluten, apple pectin, maltodextrin, lecithin, ascorbic acid. The optimal dosage of a complex bakery improver “Freshness KSB +” was set at 1.5 % to the weight of flour, which allows to extend the freshness of unpackaged bakery products to 72 hours

Keywords: complex bakery improver, dry whey protein concentrate “KSB-UF-65”, bakery products, staling

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MODELING AS A METHOD OF KNOWLEDGE OF SOCIAL REALITY

p. 50-53

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The article is devoted to the consideration of modeling as a method of cognition of social reality. The author draws attention to the fact that this question is in the field of epistemology, which requires the analysis of the main elements of the modeling, its definition, the ratio of the model as an analogue and the real object. The projective modeling function is revealed, which also raises issues of human creativity

Keywords: epistemology, design, model, modeling, social reality, image, projection, forecast, system, transformation

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