

## ABSTRACT&REFERENCES

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### **ANALYSIS OF THE CAUSES OF STAGNATION AND PROPOSALS FOR THE DEVELOPMENT OF BICYCLE TRAFFIC IN KHARKIV**

**p. 6-10**

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*The research is carried out to investigate the reasons for the lack of demand of Kharkiv residents for the use of bicycles for everyday use and, as a result of the stagnation of the development of bicycle traffic in Kharkiv. The scheme of bicycle routes from the largest transport hubs of the city, in the direction of higher educational establishments is offered. Cross-sectional profiles of streets with bicycle paths and bicycle lanes are developed*

**Keywords:** bicycle paths, bicycle lanes, bicycle routes, daily routine, development stagnation, bicycle infrastructure

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### **MAGNETOMETRY OF UKRAINIAN SHIELD HAI SYN BLOCK ENDERBITES**

**p. 11-17**

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*A detailed study of the geological structure of the Ukrainian shield (US) is relevant. After all, detailed mapping is the next step in the search and identification of minerals, which is extremely necessary for our state. In the paper it is found out how with magnetometry it is possible to map the relict bodies of enderbites in the size of several dozen meters in the high-metamorphosed Precambrian foundation of the US Haisyn block. Magnetic scanning of several openings of enderbites is performed and magnetic properties of selected samples of enderbites are studied. A qualitatively interpretation of anomalous magnetic field are made based on the obtained data*

**Keywords:** enderbites, distribution of magnetic susceptibility, anomaly magnetic field, pyrrhotite, magnetite

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**PERSPECTIVES OF SOCIAL RESPONSIBILITY IMPLEMENTATION OF BUSINESS IN THE ACTIVITIES OF THE TRANSPORT INDUSTRY**

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*The preconditions and necessity of implementation of socially responsible approaches to doing business by enterprises of the transport industry of Ukraine in modern European integration conditions are characterized. The present state of the transport industry of Ukraine, the dynamics of cargo turnover and employment in the industry are analyzed. The marketing research of transport enterprise managers on the subject of understanding and implementation of socially responsible measures in their activities is conducted and the results of this survey are presented*

**Keywords:** *European integration, social responsibility of business, transport industry, cargo turnover, cargo transportation, socially responsible activities*

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**THE FIRST STATE LITERARY MUSEUM OF V. I. DAHL IN LUHANSK AS A SIGNIFICANT COMPONENT OF THE CULTURAL HERITAGE OF UKRAINE**

p. 25-31

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*In the article, the author sets the task to determine the historical preconditions for the creation of the first in the world state literary museum of V. I. Dahl in Luhansk. Analytical, empirical, historical, theoretical, logical research methods and structural and genetic analysis in analyzing the creation and development trends of the Museum are used.*

*The research results are the analysis of the origin of Dalian and its influence on the creation of the Museum, the participation of local intellectuals, scholars and patrons in the perpetuation of memory about V. I. Dahl.*

*The analysis of the museum collection points to the need to preserve the collection within the national heritage of Ukraine*

**Keywords:** literary museum, vocabulary, lexicography, folklore, ethnography, Luhansk factory, dictionary, book collection, dialectology

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ATTRIBUTION OF CHARACTERS OF EUROPEAN NATIONAL LITERATURES BY THE COMPETENT READER

p. 32-35

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*The article explores the psychosemantic differential space of competent readers of Ukrainian origin in the projection on literary texts of different cultures. The psychosemantics of ideas about literary characters of national literatures in the minds of philologists is revealed. It is shown that psychosemantic methods are particularly suitable for in-depth study of the semantics of characters. The hypothesis about the determination of perception and evaluation of the aesthetic object by both sociocultural and ethnocultural factors is experimentally confirmed*

**Keywords:** psychosemantics, psychosemantic reconstruction, semantic diversity, literary characters, comparative analysis, presentation

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#### DESIGNING THE INTELLIGENT USER INTERFACE FOR ELECTRONIC EDUCATION SUPPORT SYSTEMS

p. 36-39

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*The research proposes a technology for designing an intelligent user interface for e-learning support systems. A general analysis of characteristic features of the intelligent user interface is conducted. The content and structures of the didactic interface of e-learning systems are substantiated. Particular attention is given to the question of adjusting the brightness of the site mapping. The scheme of construction of the adaptive component of the intelligent user interface of the e-learning system is designed*

**Keywords:** intelligent user interface, e-learning, adaptive component, didactic interface, user

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#### DEVELOPING WEB-RESOURCE DEVELOPMENT TECHNOLOGIES FOR PREPARING EDUCATION DOCUMENTATION IN E-LEARNING SYSTEM

p. 40-43

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*The research suggests the technology of creating a web-resource for the preparation of documentation on educational discipline in the e-learning system. A detailed analysis of document circulation in electronic learning is conducted. The choice of technologies for the creation of a Web-resource for the documentation preparation on the discipline is substantiated. The questions of the choice of the format for the description of the discipline are analyzed. A model*

of documentation of the discipline with a generalized indication of the elements and contents of documents is designed, on the basis of which it is possible to find out the semantic interconnection between the information blocks

**Keywords:** web-resource, e-learning, document circulation, documentation model of the educational discipline, technology, format

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### DETERMINATION OF DEPENDENCE OF INDOOR CARBON DIOXIDE CONCENTRATION ON THE EXTERNAL CONCENTRATION

p. 43-45

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*The problem of determining the dependence of indoor carbon dioxide concentration, depending on the external concentration, is considered. External and internal carbon dioxide concentrations are measured using a MH-Z19 sensor.*

*As results of research, the data arrays of the measured external and internal concentrations of carbon dioxide are considered and analyzed. The additional factors that may affect the indoor carbon dioxide concentration are considered. The norms of indoor carbon dioxide concentration are considered and analyzed*

**Keywords:** MH-Z19 sensor, carbon dioxide, emission of pollutants, indoor air, outdoor air

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#### PRINCIPLES OF CONSTRUCTION OF ELEVATION MAPS FOR LAND NAVIGATION

p. 46-49

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*This article provides an overview of the basic principles of elevation maps for land navigation, in particular through the use of SRTM data. The relevance of research is the daily use of digital elevation models in various spheres of human life. At present, digital elevation models are subject to strict accuracy requirements. A lot of research is aimed at methods to improve the accuracy of digital elevation models*

**Keywords:** navigation, elevation, SRTM data, digital models, accuracy, landscape, dependence, geomorphology, lines

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#### EVALUATION OF READABILITY OF TEXTBOOKS IN THE AZERBAIJANI LANGUAGE

p. 50-57

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*This article discusses the method of estimating the complexity of textbooks for secondary schools in Azerbaijan using readability formulas modified for the Azerbaijani language. The dynamics of changes in the level of read-*

*ability of textbooks in the transition from lower grades to older ones, as well as the relevance of the complexity of educational materials to the age characteristics of students are analyzed*

**Keywords:** readability formulae, Flesch reading ease formula, Flesch-Kincaid grade level formula

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METHOD OF FORECASTING MECHANICAL PROPERTIES OF CAST-IRON ROLLS

p. 57-61

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*The working area of the multi-parametric technology for the production of section cast-iron rolls has been determined. A mathematical model for predicting the mechanical properties of the rolls depending on their chemical composition has been built. Based on the analysis of the obtained model, the compromise area of the mechanical properties of the rolls has been calculated. The compromise area allows the user to predict the complex of mechanical properties of the rolls within the regulatory documents. Forecast properties are tailored to customer requirements*

**Keywords:** multi-parametric technology, cast-iron rolls, mechanical properties, chemical composition, compromise area

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