

УДК 339.922
С69

Соціально-політичні, економічні та гуманітарні виміри європейської інтеграції України: зб. наук. пр. VIII Міжнар. наук.-практ. конф., м. Вінниця, 03 черв. 2020 р. Вінниця, 2020. Ч. 4. 288с.

У збірнику наукових праць Міжнародної науково-практичної конференції розглядаються питання управління інноваційно-інвестиційним розвитком підприємства в сучасних умовах; актуальні проблеми менеджменту та фінансові механізми забезпечення розвитку економіки України; проблеми обліково-аналітичного, контрольного та інформаційного забезпечення управління підприємства. Досліджуються інноваційні моделі та інформаційні технології в науці, освіті, економіці; теоретичні та практичні аспекти сучасного товарознавства; актуальні проблеми та перспективи, тенденції розвитку маркетингових технологій, готельно-ресторанного та туристичного бізнесу в Україні, державотворчі процеси в умовах глобалізованого суспільства: історичні, філософські, соціально-психологічні та правові аспекти.

Висвітлюються інтерактивні технології та методи навчання як засіб формування іншомовної професійної компетенції, теоретичні та практичні аспекти розвитку студентського спорту в системі фізичного виховання ЗВО.

Розраховано на науковців, спеціалістів, викладачів, аспірантів, здобувачів вищої освіти.

Редакційна колегія:

Голова редакційної колегії – **Замкова Н.Л.**, д-р філос. наук, професор

Відповідальний секретар – **Мартінова Л.Б.**, д-р екон. наук, доцент

Члени редакційної колегії:

Боковець В.В., д-р екон. наук, професор, **Власенко І.Г.**, д-р мед. наук, професор,

Корж Н.В., д-р екон. наук, професор, **Іваницька Н.Б.**, д-р філол. наук, професор,

Поліщук І.І., д-р екон. наук, доцент, **Прутська О.О.**, д-р екон. наук, професор,

Чорна Н.М., д-р іст. наук, професор, **Штифурак В.Є.**, д-р пед. наук, професор,

Бондар А.А., канд. наук з фіз. виховання і спорту, **Мельничук О.П.**, канд. екон. наук,

Нечипоренко В.О., канд. філол. наук, доцент, **Радзіховська Л.М.**, канд. пед. наук,

доцент, **Романовська Ю.А.**, канд. екон. наук, доцент, **Сегеда С.А.**, канд. екон. наук,

доцент, **Тернова А.С.**, канд. техн. наук, доцент.

Друкується за ухвалою вченої ради Вінницького торговельно-економічного інституту КНТЕУ.

Наукові роботи друкуються в авторській редакції.

ISBN 978-966-629-958-4

Сальникова С.В., канд. наук з фіз. виховання і спорту, доцент
Вінницький торговельно-економічний інститут КНТЕУ
ПРОБЛЕМА ДОСЛІДЖЕННЯ ОСОБИСТОСТІ ПІД ЧАС РОБОТИ ЗІ
СТУДЕНТАМИ СПЕЦІАЛЬНОЇ МЕДИЧНОЇ ГРУПИ..... 143

Чехівська Ю.С.
Вінницький торговельно-економічний інститут КНТЕУ
ОРГАНІЗАЦІЯ ОСВІТНЬОГО ПРОЦЕСУ З ФІЗИЧНОГО ВИХОВАННЯ В
УМОВАХ ДИСТАНЦІЙНОГО НАВЧАННЯ..... 148

Шкондя В.В.
Вінницький торговельно-економічний інститут КНТЕУ
РОЗВИТОК ФІЗИЧНОГО СТАНУ СТУДЕНТІВ ЗА РАХУНОК
БАСКЕТБОЛУ У ЗАКЛАДАХ ВИЩОЇ ОСВІТИ..... 155

ІНТЕРАКТИВНІ ТЕХНОЛОГІЇ ТА МЕТОДИ НАВЧАННЯ ЯК ЗАСІБ ФОРМУВАННЯ ІНШОМОВНОЇ ПРОФЕСІЙНОЇ КОМПЕТЕНЦІЇ

N.D. Bondar, PhD in Pedagogy
Vinnytsia Institute of Trade and Economics of KNUTE
DEVELOPMENT OF STUDENTS' PROFESSIONAL AND PERSONAL
QUALITIES IN THE PROCESS OF BUSINESS GAMES..... 159

N.V. Voinarovska, PhD in Pedagogy, Associate Professor
Vinnytsia Institute of Trade and Economics of KNUTE
PRINCIPLES OF BILINGUAL EDUCATION..... 166

N.M. Havryliuk, PhD in Pedagogy, Associate Professor
Vinnytsia Institute of Trade and Economics of KNUTE
TRENDS AND PROBLEMS OF US HIGHER EDUCATION DEVELOPMENT... 172

S.V. Gladjo, PhD in Philology, Associate Professor
Vinnytsia Institute of Trade and Economics of KNUTE
ARTISTIC SYMBOLS IN SHORT STORIES: MYTH OR REALITY..... 178

Довгань Л.І., канд. пед. наук, доцент
Вінницький торговельно-економічний інститут КНТЕУ
ДИВЕРСИФІКАЦІЯ ІНТЕРАКТИВНИХ ТЕХНОЛОГІЙ ВИКЛАДАННЯ
ІНОЗЕМНОЇ МОВИ В УМОВАХ ДИСТАНЦІЙНОГО НАВЧАННЯ..... 187

Западинська І.Г., канд. пед. наук
Вінницький торговельно-економічний інститут КНТЕУ
КОМПЕТЕНТІСНИЙ ПІДХІД ЯК ОСНОВА ПІДГОТОВКИ
МАЙБУТНЬОГО ФАХІВЦЯ..... 193

Іваницька Н.Б., д-р філол. наук, професор
Вінницький торговельно-економічний інститут КНТЕУ
ЛОКАЛІЗАЦІЯ ВЕБСАЙТІВ ЗВО В СИСТЕМІ АКСІОЛОГІЧНИХ
КООРДИНАТ АНГЛІЙСЬКОМОВНОГО РЕЦИПІЄНТА
(на прикладі вебсайту ВТЕІ КНТЕУ)..... 200

N.M. Havryliuk, PhD in Pedagogy, Associate Professor

Vinnytsia Institute of Trade and Economics of KNUTE

ORCID: <https://orcid.org/0000-0002-6031-7777>

Researcher ID: M-1431-2018

TRENDS AND PROBLEMS OF US HIGHER EDUCATION DEVELOPMENT

The article aims to highlight the main trends and problems in the development of higher education in the United States. The question arises as to how to address the issue of providing financial support to young people from the state through subsidies and grants. A statistical review of US higher education issues has been performed. Development trends are considered and the main achievements of the US educational policy are outlined.

Key words: *US higher education, public funding of education, educational policy, grants.*

The issue under discussion. Higher education in the United States is a reflection of the socio-economic condition of the country, the country's educational policy is based on providing a sufficiently educated staff. American companies and businesses need highly skilled workers to meet requirements of the society.

Higher education is provided through a complex public-private sector where individuals and institutions are involved. When education is becoming increasingly crucial, there is also growing concern about its cost and higher education affordability.

The above said has determined the **aim** of this article, which is summarizing the coverage of trends in US youth support in higher education and in determining the state of US higher education at the moment.

Basic material presentation. The experience of American scientists in the development, selection and application of forms of organization and methods of training professionals can be useful for Ukrainian higher education especially in relation to the organization of independent work of students, conducting interdisciplinary seminars. The experience of the best higher education institutions in

the United States shows that the effectiveness of education increases with the use of such an organization educational organization, the content of which is superimposed on the context of future professional activities of students [2 , p. 16].

Therefore, the United States recognizes the crucial role of education in the economic and social development of the state, in strengthening its position in the world markets and in the world economic community, in maintaining national security, which is reflected in educational policy and practical measures for its implementation.

Among the priority areas for improving the quality of education are the following: development of academic standards for students; raising the requirements for the level of knowledge of school graduates, especially in the field of exact sciences; extensive use of various test programs; application of the latest information technologies in the educational process; launching new teaching quality assessment programs. In modern conditions, it is becoming clear that the purpose of learning, as the transfer, acquisition and accumulation of a certain baggage of knowledge, can no longer play a key role. The focus of the educational process on achieving this goal, according to American scientists, today reduces the opportunities to improve the quality of training, does not correspond to promising areas of higher education. Under the US Education Act, the federal government provides financial assistance to states, educational institutions, which are making efforts to carry out educational reform to improve the quality of education [2, p. 16].

In modern conditions, a university graduate must have certain personality traits, namely: be able to adapt to life situations that are constantly changing; acquire knowledge independently; think critically; be able to process large amounts of information; be sociable; work independently on the development of their cultural level. Achieving compliance with modern requirements for professionals is possible only through the "humanization" of the learning process, because training focused on a particular average student, the acquisition and reproduction of knowledge, skills and abilities can not meet the current situation. Solving the problems of education requires a comprehensive effort not only of higher education, but of the society too.

The learning process of modern person should become continuous. That is why in the United States there is a need for distance learning based on modern information technology. At the beginning of the twenty first century the United States convincingly demonstrates that education and training, "investment in people" play an increasingly important role in ensuring the competitive advantage of the United States within both national and global economies [2 , p.16].

Personnel of various qualification levels in the United States are trained in high school, in special public vocational schools, in schools and in courses of private companies, directly in the workplace. In addition to training the workforce, the education system in the United States plays an important social role, enabling citizens to exercise their right to self-development, often in connection with future professional activities.

After repeated attempts to make higher education accessible to young people, US education policy has outlined the following achievements:

- economic profits as a result of higher education remain high and provide individual economic mobility;
- public colleges teach the vast majority of students, but private schools are growing fast enough;
- Historically, society has provided subsidies to young people due to the availability of low-cost public higher education institutions. However, significant changes have taken place over the past decades. Today, some students pay for tuition on their own;
- The total number of visitors to colleges and universities has doubled since the mid-1990s.

Nearly 73 percent of students attend public colleges, which include local two-year community colleges and research centers.

About 18 percent of students attend private nonprofit colleges, a sector that includes research universities and small liberal arts colleges and specialized religious institutions.

About 9 percent of students attend private nonprofits. The number of students is growing faster in commercial schools, which grew from 200,000 students in 1990 to nearly 2 million students today [8].

Educated workers have been found to have higher wages. There is strong evidence that education increases profits. Comparing the average weekly earnings of an employee with a bachelor's degree and a high school graduate, it was estimated that the former has 64 percent higher wages than the latter because workers with education are almost unemployed and are more likely to have work that will provide additional compensation for wages (for instance, leaves, health insurance etc.).

Higher education is important for intergenerational mobility. Without higher education, children born in the lower income quintile have a 45 percent chance of staying where adults are. Over the past two decades, both public and private nonprofit colleges have appeared, and the average number of courses at four-year private nonprofit universities has increased by 57 percent [5].

Public funding has fallen to almost 60 percent. Revenues from colleges and universities are just under 40 percent. Public colleges and universities are becoming increasingly dependent on student education as a source of funding.

Federal financial aid helps students pay for the rising costs of educational institutions. Federal financial aid accounts for the majority of all financial aid. In 2010-2015, an estimated \$ 173 billion was distributed among undergraduates, of which \$ 124 billion came from federal sources.

The two largest components of the federal financial aid system are Pell grants and Stafford loans. Pell grants provide low-income undergraduate students with higher funding education that does not need to be repaid. In 2015-2017, almost half of all undergraduates received a Pell Scholarship with an average of \$ 3,800 and a maximum award of \$ 5,550. In total, the Pell program received more than \$ 35 billion.

Stafford loans are federal student loans. For a Stafford subsidized loan, the federal government pays interest to students who are students at the institution; for Stafford's unguaranteed loans, interest is accrued when the student is enrolled. The Stafford loan program has distributed approximately \$ 90 billion [6].

The problem of shortage of teachers of a number of scientific and technical disciplines is still relevant for US higher education, which leads to the active involvement of highly qualified personnel from universities abroad. Thus, according to 2015, the share of foreigners among teachers of engineering was 37%, mathematics and computer science – 27%. Mostly scientists from such countries as India, China, Great Britain, Canada, South Korea. This shortcoming (lack of own staff) is successfully overcome, as we see, without additional costs on the part of the United States due to the "brain drain" from abroad. The growing number of doctoral dissertations defended by foreigners in the United States also benefits American science and economics. Their number in scientific and technical disciplines doubled between 2010 and 2015 and reached 10,000. This figure corresponds to an average annual increase in the number of defenses by 8.2% compared to an increase in the number of doctoral defenses by Americans by 1.9% annually. At the same time, 68% of foreigners who defended themselves in the United States in the period 2010-2015 planned to stay in the United States, and 44% – received appropriate offers from employers. Especially many such scientists are from China (59%) and India (57%) [11].

Conclusions. At all times, US society has provided significant support to students in gaining higher education. The scale of such support has changed in recent decades. The state and local governments provide little assistance to government agencies that offer higher education services.

Young people are assisted by Pell grants and tax credits. Most students and their families pay for their own education. Some people make payments using student loans.

The federal government is the largest provider of financial aid to students and distributes aid through four different mechanisms: grants, loans, payments from federal research, and tax-based assistance. The biggest ways are the Stafford loan program, which provides low-interest loans to students, as well as the Pell Scholarship Program. The last two decades have also seen the emergence of tax-based tax incentives. Total financial assistance has increased, while public funding of

public higher education institutions has fallen significantly as a share of revenues from colleges and universities. Recently, public funding per student has fallen sharply. This happened for a number of reasons. The transition from public higher education to more private funding has become one of them.

Previous generations of students have attended colleges that were supported by state funds and funded by senior generation taxes. Students and their families are now increasingly paying for themselves. As a result, the United States views the level of education of young people in the country as stagnant, while other countries are improving. Thus, the role of government in higher education is crucial, as budgets at all levels of government remain politically influenced and continue to balance education compromises with societal priorities.

References:

1. Бондар Н.Д. Роль гуманітарних дисциплін у формуванні ключових компетентностей майбутніх менеджерів сфери туризму. *Збірник наукових праць Хмельницького інституту соціальних технологій Університету "Україна"*. 2012. № 5. С. 16–19. URL: http://nbuv.gov.ua/UJRN/Znpkhist_2012_5_5 (дата звернення 20.05.2020).

2. Лунячек В.Е. Деякі практичні питання управління освітою в США. *Нова педагогічна думка*. 2008, Випкск 1. С.16–20.

3. National Education Statistics
URL: http://nces.ed.gov/programs/digest/d07/tables/dt07_005.asp

4. Acemoglu, Daron & David Autor (2010). Skills, Tasks and Technologies: Implications for Employment and Earnings. In Ashenfelter & Card (eds.), *Handbook of Labor Economics Volume 4*, Amsterdam: Elsevier.

5. Bureau of Labor Statistics (2019). Nonfatal Occupational Injuries and Illnesses URL: <https://www.bls.gov/iif/soii-overview.htm>

6. Department of Education, 2019 Federal Pell Grant Program End-of-Year Report. URL: <https://www2.ed.gov/finaid/prof/resources/data/pell-data.html>

7. James, Jonathan (2012). The College Wage Premium. Federal Reserve Bank of Cleveland. URL: <http://www.clevelandfed.org/research/commentary/2012/2012-10.cfm>

8. National Academies of Sciences, Engineering, and Medicine. 2019. Monitoring Educational Equity. Washington, DC: The National Academies Press. URL: <https://doi.org/10.17226/25389>.

9. National Center for Education Statistics. URL: http://nces.ed.gov/programs/digest/d07/tables/dt07_005.asp.

10. U.S. Department of Treasury, Office of Tax Analysis. The American Opportunity Tax Credit: Making College More Affordable for Students and Their Families. URL: <http://www.treasury.gov/presscenter/pressreleases/Documents/012011Tax%20Facts%20for%20American%20Opportunity%20Tax>

УДК 81.111'42

S.V. Gladio, PhD in Philology, Associate Professor

Vinnitsia Institute of Trade and Economics of KNUTE

ORCID: <https://orcid.org/0000-0002-6698-524XM-7736-2016>

Researcher ID: [M-7736-2016](https://orcid.org/0000-0002-6698-524XM-7736-2016)

ARTISTIC SYMBOLS IN SHORT STORIES: MYTH OR REALITY

Symbols convey a deep and almost instinctive meaning to people. Whether being seen as religious, ideological or cultural, symbols make up the very fabric of identity and, thus, are regarded as a basic system of human expression. Symbolism in literature being perceived as a code is a necessity for several significant reasons: first, symbols convey an indefinite range of meanings, second, they are keys to encoding the pre-existing author's story, and, finally, they are deciphering means the reader uses to transpose back the original meaning, Consequently, symbols that are laconic, and yet fully laden, concrete and slightly mysterious are the essence to interpreting a work of art specifically.

The objectives of the article are: to find out key reasons for symbolizing and focus on the functions the symbolic elements employed that may or seem to perform as such in the text, to look into the techniques writers tend to use to convey the meaning of their symbols, and research what the general literary impact of the text with symbolic