efficiency. Without regard to these problems, the USA it remains one of leading countries in the world with the high level of development of logistic. due to what they provide efficiency and competitiveness of the economic sector. Politics and management strategies in the sphere of transport in Ukraine and USA represent a general orientation on development of infrastructure and stimulation of innovations. However the problems of corruption and bureaucratic obstacles can complicate realization of strategies in Ukraine, in that time as in the USA they have more developed checking and financing system. An analysis allows to draw conclusion, that comparing strategies of management transport logistic in Ukraine and USA. it is possible to define their to likeness and difference. Both in Ukraine and in the USA large attention is spared to development and support of a transport infrastructure. It includes for itself building and reconstruction of roads, railways, airports and ports, to provide an effective and trouble-free transport network. Both countries use modern technologies for the improvement of management transport logistic. It can include for itself the use of GPS, systems of monitoring of loads, electronic systems of circulation of documents and other information and of communication technologies. Thus, an analysis shows that both countries have own unique calls and possibilities in the field of a management transport logistic systems. Ukraine runs into the calls of reformation of the system, while the USA is concentrated on perfection of existent practices and introduction of the newest technologies.

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U.S. STOCK EXCHANGES: VALUABLE EXPERIENCE FOR UKRAINE

Y. Fedkin, student ТБ-23-1
I. Holovko, Candidate in pedagogical sciences, Associate Professor
Central Ukrainian National Technical University

The distinctive feature of the American approach to investment is the transparency of business, the desire to invest minimizing risks while maximizing profitability. Widespread awareness among the population of the country of investment policies in the U.S. gives the public an understanding of making a profit on compound interest, which explains their readiness to take risks. It explains the emergence of dozens of global corporations and the operation of the largest stock market, represented by thousands of stocks and the exchange-traded investment fund (ETF) [1].

The term ‘exchange-traded investment fund’ means an index fund, the shares of which are traded on the stock exchange. Its main advantage over other funds is that ETF stock transactions can take place during the trading day, and their price changes depending on the activity of market

participants [2]. In fact, according to experts, ETFs are a new type of securities that act as an issue certificate for a portfolio of stocks, bonds, and commodities [3].

As stated by exchange economists, the American stock market is not only the largest, but also the most progressive platform for investment activity: it has a high level of capitalization; wide ranges of instruments determine openness to investors from all over the world. For companies that plan to trade on its platform, high standards have been set – stability and high liquidity. This approach minimizes risks to investors' capital and makes the American stock market one of the most successful in the world [4]. Trading on its exchanges takes place exclusively in US dollars, one of the most stable currencies in the world. This is a tool to protect the national currency from devaluation. At the same time, investor protection in the United States is ensured by a reliable and well-balanced legal framework, which makes this country attractive to investors from all over the world [5].

As the Fund Report on January 2024 shows, the top five dividend ETFs in the United States include funds with capital under management of more than $5 billion, which invest exclusively within the United States: Vanguard High Dividend Yield, Vanguard Dividend Appreciation, iShares Select Dividend Index, iShares Core High Dividend, and SPDR S&P Dividend. The following indicators regulate each of these investment funds: dividend yield, commissions, assets under management, average annual return over the past 10 years. These characteristics are key to selecting stocks to invest in [6].

The leaders of the US stock exchanges are the New York Stock Exchange (NYSE) and NASDAQ. At the beginning of 2021, the NYSE fund had a turnover of up to 60% of all securities transactions in the world with a total capitalization of $26.6 trillion. The NASDAQ is the world's first electronic exchange that is of great importance in the market, especially for technology companies such as Apple, Microsoft, Facebook and Tesla, with a market capitalization of $23.5 trillion [7].

In Ukraine, stock exchange lists are constantly updated. The main disadvantages, which impede and delay the development of stock exchange in Ukraine, as the experts point out, are the small number of securities, which limit the ability of investors to form a diversified portfolio. Unlike the United States, in Ukraine, higher prices for foreign securities are due to broker commissions and exchange rate differences, which are on average 5%. This fact causes the most Ukrainian investors to choose foreign stock markets through foreign brokers such as Interactive Brokers and Exante. An analysis of the Ukrainian stock exchanges shows their underdevelopment compared to those ones in the United States. The successful trading on the Ukrainian stock market is not effective enough because investors suffer due to low liquidity. Large market makers, such as banks or investment funds, should incentivize trading exchanges and ensure their liquidity. Their competence will include concluding an agreement with the exchange to maintain the price level of trading assets and the risks of buying and storing securities of certain issuers in order to organize their sale. The active trade on the stock exchange funds is impossible without the involvement of market makers.

Summarizing, we conclude: in order to ensure a high level of investments in the stock market in Ukraine, it is necessary to refer to the experience of leading economically developed countries, in particular the United States. Wide public awareness of the investment policy, openness of business combined with a reliable and well-balanced legislative framework, high standards for companies involved in trading – their stability and high liquidity, will ensure active trading on the stock exchange market and its productive development.

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FEATURES OF MULTICULTURALISM AND BILINGUALISM IN THE USA

V. Moroshan, gr.ME-23
O. Havrylenko, Scientific advisor, PhD, the department of foreign languages
Central Ukrainian National Technical University

Multiculturalism and bilingualism in the United States define new aspects of national identity and sociocultural landscape. These phenomena have not only become important components of American society, but have also caused widespread discussion about their impact on the country's politics, economy, and culture. The study of this topic will allow a better understanding of the processes of integration of different cultural and linguistic groups into the community, as well as reveal ways to achieve harmony and equality in a multi-ethnic society.

First of all, multiculturalism is seen as the result of a postmodern approach that promotes the decentralization and diversity of cultural and value systems. This approach prompts us to analyze the modern theoretical-ideological discourse that examines different approaches to multiculturalism and their impact on relations between ethno-cultural groups. Our understanding of the varieties of multiculturalism helps to understand the diversity of approaches to the integration of cultural and linguistic groups in society. The classification of models of multiculturalism helps to understand different approaches to the management of cultural diversity and to determine their compatibility with different models of public policy. Analysis of the role of multiculturalism in public policy makes it possible to assess the impact of this phenomenon on various aspects of society

In the context of a multicultural society, "Culture wars" become an essential aspect of considering this topic. These conflicts between cultural, religious and ideological groups arise constantly. Regarding cultural values, norms and educational programs, changes in the educational system, such as the introduction or cancellation of certain programs, can provoke these conflicts, resulting in parties taking different positions, defending traditional values or supporting diversity and inclusion.

The consequences of radical changes in the national self-identification of the USA in the last third of the 20th century testify to the difference in the approach to cultural diversity. The growing attention to the rights of minorities, the preservation and support of their cultures and identities, and the recognition of equal opportunities for all ethnic and cultural groups indicate changes in the perception of national self-identification. These changes reflect not only the evolution of the approach to cultural diversity, but also the importance of immigration as a key element of American society. From the arrival of the first settlers on the continent to today's migration flows from around the world, immigration has contributed to the expansion of territory and the diversity of American identity.

One of the key concepts used to explain cultural diversity and tolerance is the term "Melting Pot" or "Cauldron". The origin of this term is related to the idea that different ethnic groups and cultures arriving in the United States fall into a big "cauldron" where they mix together, forming a new common element - the American identity. The essence of the "melting pot" is that immigrants retain their cultural and ethnic characteristics, but at the same time adapt to new conditions and interact with other groups.