

Conclusion. New models of electric cars are able to compete in power with cars with an internal combustion engine. Cars like Tesla. Most automaker giants are investing huge amounts of money in this industry. If you reduce a number of cars with an internal combustion engine, then it will reduce the pollution of the planet by 40%. The main elements of the electrical equipment of the car are: electric motor, controller, batteries. The controller performs the function of a kind of accelerator pedal, it is supplied with current from the battery, and it transmits to the electric motor, reading the pulses from the potentiometers of the gas pedal, and with this indication regulates the speed of the electric motor. The electric motor is the heart of the electric car, its main driving force. The electric motor is based on the principle of electromagnetic induction (a phenomenon associated with the occurrence of an electromotive force in a closed loop when the magnetic flux changes). An electric motor converts electrical energy into mechanical energy. The efficiency of a modern electric motor is 85-95%. The main characteristics of an electric motor are: power, maximum torque, voltage, current and speed. For the acquisition of an electric car can use as electric motors of direct current and alternating. In most electric vehicles, when braking, the motor is able to generate energy in the generator mode, which accumulates in batteries and can be used later. The main sources of energy in electric cars are batteries. The rather high price of batteries is the main reason why gasoline cars still prevail in the world. Reducing the cost of rechargeable batteries would significantly contribute to the popularity of electric transport technologies. Lead-acid batteries are the most popular and cheapest battery option. The high level of their popularity in the world is also due to the fact that these batteries are 97% recyclable. Nickel-metal-hybrid batteries have a higher performance than lead-acid ones, but at a price they are more expensive. Lithium-ion batteries are ideal for electric vehicles, as they are lightweight, compact and perfectly conserve energy. However, the purchase of lithium-ion batteries is not available to everyone, since they are the most expensive type of battery. Often, in electric cars, in addition to batteries providing power to the electric motor, there is another small additional battery necessary for the operation of car accessories: headlights, car radios, dashboard, airbags, windshield wipers, power windows and other devices.

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TENDENCIES IN SHADOW ECONOMY DEVELOPMENT

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Resume – Shadow economy is a complex socio-economic phenomenon embracing the sphere of illegal and hidden from government bodies economic activities. Illegal production of goods and services, concealment of income, turnover of unaccounted cash, laundering of money, and bribes for the abuse of authority – everyone is familiar with these everyday manifestations of shadow economy. Since shadow economy covers the majority of spheres of our everyday life, it is important to know the reasons of its emergence and trends in its development.

Резюме – Теневая экономика представляет собой сложное социально-экономическое явление, охватывающее сферу незаконной и скрытой от государственных органов хозяйственной деятельности. Незаконное производство товаров и услуг, сокрытие доходов, оборот неучтенных денежных средств, отмывание денег, взятки - каждый из нас знаком с этими повседневными проявлениями теневой экономики. Поскольку теневая экономика охватывает большинство сфер нашей повседневной жизни, важно знать причины ее возникновения и тенденции в ее развитии.

Introduction. The scale and characteristics of the shadow economy in various countries and regions of the world are closely related to the maturity of market relations and the type of economic system. This allows us to consider three main types of shadow economy: in developed countries, developing countries and countries with transition economies. In these groups of countries the scale of the shadow economy is different. We will analyze the development trends of the shadow economy on the basis of this division.

Shadow economy. Let's look at shadow economy in different types of countries in terms of figures. In developed countries the shadow economy is 12-16% of GDP, in developing countries – 40-50%, in countries with transitional economy – 23-25% [1, p.61]. Why is there such a difference in values?

In developed countries the share of the shadow sector in the national economy is the smallest, but the situation in different developed countries are not the same. For example, Austria, the USA and Switzerland have the lowest share of the shadow sector, only 8-10% of GDP. And the shadow economy has the largest share in Greece, Italy, Spain and Belgium - 23-29%. In almost all developed countries has been an increase in the

scale of the shadow economy in recent decades. The fastest growth in the shadow sector was observed in Greece, Italy, Sweden, Norway and Germany. For example, in Germany in 1975, the shadow economy was 5.75% of GDP, in 2000 - 16% [1, p.62].

The main reasons for the intensification of shadow activities in developed countries are excessive tax burden on enterprises and overregulation of economic relations. Also in a number of developed countries the shadow economy is largely associated with the inflow of immigrants from peripheral countries. It is also important to highlight the following: the higher the average income level, the smaller the scale of the shadow economy. For example, in countries where the middle stratum dominates in the social structure, covering 60-70% of the population, the level of shadow activity is much lower, since most of these citizens always pay taxes and are law-abiding. It should be noted that in countries with developed market all movements of financial flows, as well as income and expenses of legal entities, are controlled by the latest information technologies, and the tax crimes are among the most serious. The spread of corruption is constrained by a package of social guarantees for public servants. All this hinders the spread of shadow economic activity in developed countries. The countries with a developing economy are the countries of Asia, Africa, and Latin America. There is the largest share of the shadow sector in the economy in these countries. For example, in Nigeria the shadow economy reaches 76% of GDP. In Latin America the indicators are at the level of 60-65% of GDP [1, p.64].

In Western countries mainly small firms operate in the shadow sector and the earnings from this type of activity are used as an additional source of income. In developing countries the situation is different. A huge number of migrants come from countryside to city slums and cannot find work in the legal sector of the economy, which pushes them to look for earnings in the shadow economy. So in developing countries the shadow economy has a forced character and is used by the poorest segments of the population as a mean of survival. Another factors activating shadow economic activity in these countries are political instability, weakness and corruption of government structures. The group of countries with transitional economies includes countries which systems were previously based on centralized state planning. These are mainly former republics of the USSR and countries of Central and Eastern Europe (CEE). In these countries the transition to market relations began only in the 1980s - 1990s, so the economies of these countries have very many features associated with a radical restructuring of the economic system. In the CEE countries, the shadow economy achieved the largest scale in the Balkans: in Macedonia, Croatia and Bulgaria (about 40% of GDP) [1, p.66]. Among the former Soviet republics the shadow sector reached the highest rates in the economies of Georgia and Azerbaijan (about 60% of GDP), as well as Russia and Ukraine (40-50%) [1, p.77].

Even in the period of central planning in these countries were manifestations of the shadow economy, but with the transition to a market economic system its scale has increased significantly. The new government could not immediately find ways to effectively influence social and economic processes in society. People were in an extremely difficult situation, which was pushing them into the sphere of the shadow economy. Private business developed on the basis of widespread abuse, people formed enormous fortunes through the redistribution of public property. One of the reasons that contributed to these phenomena was the lack of clear legislation governing their activities, which allowed people to make various illegal transactions without violating the law. The criminal environment also began to develop. Based on the foregoing, it can be concluded that the main feature of the shadow economy in countries with transitional economies is its connection with state property and resources allocated by the state.

Results. If we consider the estimation of the scale of the shadow economy, we make a conclusion that it has changed over the last third of the century. The tendency towards its growth in almost all groups of countries is obvious. In developed countries the growth of the shadow economy is the result of increased government regulation, and in developing countries and countries with economies in transition this growth is the result of increased economic instability.

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ORIGINS OF STEREOTYPING IN ADVERTISING

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Resume – The synergetic approach to creating modern advertising requires rigorous analysis. Otherwise irreversible consequences occur. Sometimes those tiny issues implicitly appear on the surface, covering delicate areas of our lives. The idea is to eliminate the problem in its infancy. Some approaches are considered to understand the roots of negative results and prevent adverse effects.