

Таким чином, чоловіки та жінки, по-різному сприймаючи світ і себе в ньому та по-різному оцінюючи одне й те саме, у прямому значенні слова розмовляють на різних мовах, коли висловлюють свої думки, почуття, емоції. Це пов'язано з багатьма комунікативними невдачами між протилежними статями. Грамотність у спілкуванні з протилежною статтю – найважливіша складова комунікативної грамотності людини, яка говорить нам про те, що чоловіки повинні враховувати особливості жіночої поведінки, а жінки – чоловічої.

WORLD ECONOMIC CRISIS AND WAYS OF ITS OVERCOMING

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A world economic crisis started at the beginning of this century, but its existence was carefully hidden. Nowadays there are a lot of thoughts about the reasons of origin and ways of overcoming economic crisis, and the way it threatens Ukraine and the whole world economy. To overcome the world crisis we should carefully investigate it, in fact we should fight not with a crisis, but with reasons of its origin. All the countries in the world should unite, to act together and in one direction.

The main reasons of world economic crisis origin are: irresponsible conduct of investors who took large credit debts to enrich quickly (a crisis at the market of mortgage credits in the USA); long-term military operations in Iraq, where two trillions of dollars were outlaid, that resulted the decline dollar cost which is the main world currency; imprudent active policy of mortgage banks, when consumer loans began to be given to the poor people which were not able to liquidate them; violation of balance between the results of socially important labour and its distributing; growth of differentiation of the world countries in the level of economic development and quality of life of population; an overproduce of products and oversave of capital in one countries of the world and lack of its in others; a dominant role of the USA in the world economy.

A world price index on food grew to 12% in 2006, on 24% in 2007, and for period to July, 2008 - on 50%. According to the lecture of Food and agricultural organization of UNO published in September, today there are 925 million starving, at that time as in 2003-2005 years this number was 848

millions. Amount of starving in the world at the beginning of this year can exceed 1 milliard in connection with a global food crisis.

For overcoming global economic crisis it is necessary first to promote liquidity of economy, to create an international financial institute which will regulate money-and-credit mass on world financial markets and watch after emission of the USA dollar and other world countries currencies, to create an international regulator body on control after exchange stocks, to organize the new system of international trade-financial calculations, in which USA dollar will not have such monopolistic position and to reduce the use of electro energy by introduction the use of alternative energy sources.

As to economic crisis in our state, it is related first by absence in the country the consolidated political elite, that could be able effectively protect national interests, by the lack of gold-value backlogs, necessary for payment of critical import and credit obligations of the state, by low quality of the economic governing the country because with the absence between the public administrators of professional preparation and experience, by absence in Ukraine a plan of development in the conditions of globalization.

For overcoming economic crisis in Ukraine it is necessary first to perfect the system of state administration, to stabilize a currency national exchange rate, to overcome high inflation, by introduction more hard system of money creation, to form a wage level in accordance with a situation at the market of labour and in accordance with the profits of concrete enterprise, to carry out valuable complex agrarian reform, which will include introduction of new sale markets of agricultural products.

On conditions that there will be an open market economy in our country, where a private enterprises will prevail and a responsible fiscal policy will be conducted, we will be able to develop quickly and to go confidently after the front-rank countries of the world.

Consequently, economic activity of every country depends on the level of world economy. In relation to Ukraine, overcoming of economic crisis is impossible without stabilizing of world economic market and without investing own producer. Obviously, the result of economic crisis overcoming in the world will become by the change of correlation of productive forces and production resources of every state. It is important to overcome a world economic crisis with the least losses and negative consequences.