

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
КАФЕДРА ІНОЗЕМНИХ МОВ
ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ ЦЕНТР

**МАТЕРІАЛИ XI ВСЕУКРАЇНСЬКОЇ
НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ
СТУДЕНТІВ АСПІРАНТІВ ТА ВИКЛАДАЧІВ
ЛІНГВІСТИЧНОГО НАВЧАЛЬНО-МЕТОДИЧНОГО
ЦЕНТРУ КАФЕДРИ ІНОЗЕМНИХ МОВ**

“TO MAKE THE WORLD SMARTER AND SAFER”

(Суми, 23 березня 2017 року)

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SUMY STATE UNIVERSITY
FOREIGN LANGUAGES DEPARTMENT
LANGUAGE CENTRE

**MATERIALS OF THE ELEVENTH
ALL UKRAINIAN SCIENTIFIC PRACTICAL
STUDENTS', POSTGRADUATES' AND INSTRUCTORS'
CONFERENCE OF LANGUAGE CENTRE OF THE
FOREIGN LANGUAGES DEPARTMENT**

“TO MAKE THE WORLD SMARTER AND SAFER”

(Sumy, March 23, 2017)

im Juni Steve McLaren als neuer Coach präsentiert wurde, durfte nur der Daily Mirror ein Exklusivinterview führen.

Geld gegen Interviews, das ist der Deal. Die Trennung von Anzeigen und redaktionellem Inhalt wird aufgeweicht. «Eine unabhängige Berichterstattung ist nicht mehr gesichert», - sagt Frances Rafferty vom Journalistenverband NUJ.

Heute ist das anders: Die Clubs bedienen eigene Kanäle, produzieren TV-Shows und bejubeln sich dort selbst.

In Deutschland einige Medien versuchen, neue Bindungen zu Vereinen zu schaffen und gehen Marketing-Partnerschaften ein. Vielleicht ein Vorbild für Sportjournalisten: Tore bejubeln können die Vereine längst selbst, kritisch hinschauen eher nicht.

THE TECHNOLOGY OF CREATING A SOCIAL PROJECT: A PARK FOR STUDENT'S YOUTH

Bardak. V. – Sumy State University, group UPm-61
Podolkova S.V. – E.L. Supervisor

Lately, project managers from all over the world have started paying attention to projects designed to achieve a specific social effect. We decided to develop the concept of own social project. It's a park for student youth.

The first step in the development phase of the project was to define the problem. Its definition has been carried out through the following steps: firstly, a problem has been chosen (Students living in the hostels don't have a place for recreation. We wanted to help and create it); secondly, we have thoroughly analyzed the problem.

There is an abandoned territory located between the hostels № 2 and № 3 of Sumy State University. As we know from local mass media information, a lot of negative situations (some of them even had criminal character) are connected with this place (cases of violence, use of alcohol and drugs, assaults, etc.).

The business idea of the project is to create a comfortable and safe place for students' recreation. It could solve a number of

problems, including of criminal ones. Our project is unique for Sumy because there is no other students' park in the city.

As project participants we implement different interests in the process of project's creation and form the demands in accordance with its scope and motivation.

The stakeholders of our project are: 1) the project team; 2) the administration and employees of Sumy State University; 3) students' council; 4) city administration; 5) local law enforcement bodies; 6) the department of ecology and natural resources protection; 7) students that live in the hostels; 8) parents of the students; 9) their guests and friends; 10) inhabitants of the private sector; 11) students from other universities of the city.

It's common knowledge that the project budget is a plan realized in quantitative (mainly monetary) dimension, which reflects revenues and costs necessary for project implementation. The administration of Sumy State University is expected to finance the project. Having analyzed the order of works, their terms and resource requirements, we came to the conclusion that our work will last 79 days (from 15 of April to 3 of July 2017).

Modeling of the project's product is very important for developers. So, we plan to fence the park protecting it from unwanted visitors, set up benches and tables, plant trees, flowers and bushes there. In future, the students will be able to have concerts on the territory of the park, as we are going to set a stage here.

Implementation of social projects is an important part of European integration processes. So, it was the motivation for the creation of this project.