

processing. Information can belong to state or person. Formation of state informational sources is carried out by citizens, state authorities, organizations and social unions. Documented information with limited access is divided into state secret and confidential information. Personal data refers to confidential information. The collection, storage, use and distribution of private information are not allowed. The problem of information security is relatively new. The order of storage mediums should be clearly defined in legal acts and envisage the complete safety of mediums, control over the work with information, responsibility for unsanctioned access to mediums with a purpose of copying, changing or destroying them and so on.

The main purpose of information protection is preventing from the leak, theft, distortion, counterfeit of information; preventing the threat to person's life and social safety, protection of the constitution and so on. The development of computer technology and its wide use have lead to appearance and spread of computer crimes. Computer crime is any action, which goes together with interfering with property rights and fulfilled by means of computers. There are following forms of computer criminality: computer manipulations, economic espionage, sabotage, computer extortion, "hackers" activity. The importance of information protection can't be doubted. Every organization should have a high-quality protection system in order to insure its safety. Everyone needs information protection system for his computers.

## **THE PRICE OF MUSIC**

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In our days show-business became one of the most profitable departments of business. Great producers and their artists are among the richest people in the world, but not every time. For example during the last years, as you know, in our country "stars" change very often. Today we hear or see advertising about a new hit of some "glukoza" and tomorrow we will hear advertising about another new hit and another new singer and will call him "best of the best" and so on. But some singers are known in the whole world for years, for decades.

They are L. Pavarotti, H. Carreras, and P. Domingo, stars of the previous century: Beatles, AC/DC, ABBA and others. Why are radio stations in our country captured by a great number of cheap compositions? Because they don't want to pay for good music of foreign or Ukrainian singers.

Differences in music prices are caused by different formal and informal factors. Formal factors are equilibrium of supply and demand for compositions, popularity of singer or composition in time and space. (Popularity in space means the number of people who want to listen to this music at this moment. Popularity in time means how long a singer or his creation topical for listeners.) Informal factors are individual utility of music for a particular listener and a number of unlicensed and pirates' copies of some product.

Price of music is linked with a yield of the author of composition and the recording company which bought rights for publication of composition. But we will consider the yield of author and records company as one because sum of these elements gives us Total Yield which depends on price. Let's consider equation of economical yield of music producer (with not obtained profit)

$$Y = P_{al}Q_{al} + P_{con}Q_{con} + P_{atr}Q_{atr} - T - P_{pir}Q_{pir}$$

Y – Yield;

$P_{al}Q_{al}$  – price and quantity of sold licensed albums (on CDs, cassettes, etc);

$P_{con}Q_{con}$  - price and quantity of sold tickets to the concerts;

$P_{atr}Q_{atr}$  - price and quantity of sold attributes (for example vests with symbolic pictures and the like);

T – Taxes;

$Q_{pir}$  – quantity of sold pirate copies of product.

As you see a yield of music producers depends on quantity of sold productions too.

The primary thing which shows the place of music on a market is *index of popularity*. It is estimated in the following way:

$$I = \frac{T}{Q^*};$$

T – Time of existence product (album, song and others)

$Q^*$  - Quantity of sold products during this period.

This index helps us make a correction for popularity and urgency of music department in its evaluating.

Speaking about pirates, we must point out that this fact has two sides: the minus side of course is losses of benefit by music producers while the plus side is the advertising which pirates do for producers especially in particular and alternative jets of music. These music producers can't afford expensive advertising themselves. So in this case pirates are of big assistance in spreading information about producers of particular and alternative music.

Another important factor of evaluating of music is a difficulty in performance. For example everyone can sing "Vladimirsky Central" by M. Khrug very much like the original version, very few are capable of imitating H. Carreras or playing Judas Priest.

To sum it up, different researchers of the music markets may define different ways of evaluating music. But the fact is the fact every educated person says that P. Domingo is a better singer than B. Spears and a really good artist is really rich and admitted. And you'll never manage to find a licensed disc of AC/DC or ABBA for the same price as that of Eminem or Verka Serdyuchka.

## THE PROBLEMS OF THE ENVIRONMENT PROTECTION

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Environment protection is the important way to reduce risk to public health, safety, welfare, environment and, as a second preference, the use of environmentally sound recycling to achieve these some goals. On the other hand, pollution prevention avoids cross media transfers (of wastes and/or pollutants) and is multi-media in scope, adressing all waste and environmental releases to the air, water and land.

Most of the waste generated in Ukraine is currently disposed of in landfills. It is necessary to note that the Sumy region has some contaminated soils with the cumulative effects of industrial development. It is obvious that modern waste management must take