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THE EXTERNAL MIGRATION IN POLAND IN THE PROCESS OF EUROINTEGRATION

Introduction. The modern processes of globalization are difficult to imagine without migration of labour force. There are many reasons of this phenomenon, but unemployment and low wages are the main factors. The migration processes go with

different intensity on all continents.

The Republic of Poland is not an exception. A lot of the Poles drive out their own country. A push to emigration has become with Poland's acceptance in the EU and involvement to the Schengen zone. Accordingly, the new wave of mass migration had started in Poland. The main reason includes low wages in the country as compared to the "old members of the EU" [4].

The migration of labour population brings negative consequences for a country. That is a loss of the young and highly skilled workers, although an unemployment rate went down in Poland due to migration.

The Polish government has launched measures for the settlement of migration problem for keeping the Poles within the country, consequently, the part of population has returned and remained, worked on development of their own country, but not the foreign one. The situation is common and familiar for every Polish family when a member of the family works abroad.

Review of recent publications. Migration is a very popular topic for studies. There are foreign researchers among the well-known scholars, such as I. Arakelian, A. Gabart, R. Yeganian, S. Alscher and others. Articles by A. Karpets, M. Romaniuk are also included for presenting the topic under discussion.

There are a few sources about this problem, these are predominantly the articles from newspapers, especially from the Polish ones that contain statistics information about migrants.

The objective of the paper is to analyze the migration processes of labour population from Poland to more developed countries in 2004 – 2018.

Results of the research. The international labour market is characterized by the active increase of migration process. All countries in the world participate in this process, with no regard to their regional location and the level of development. The Republic of Poland is the European country today. Poland has changed during its own eurointegration. One of the changes is departure of the Poles from their country, because wages level and the standard of living is considerably higher in the "old members of the EU". As a result, there is a demographic decline of population in the country [8].

Poland was disposed of more than 2,5 million of its population during 2004 – 2018. The Polish population flees mainly to Great Britain, Germany, Belgium, Norway, the USA, France and other countries. One of the most popular migration ways is the route to Great Britain. Higher salary, many available spaces in the field of service, a good living level – all attracts the Polish population in Britain. However, Brexit puts the Polish migration under threat [3]. The situation with migration to Britain is changing. The Poles return to the motherland temporally or forever, or go to the other countries [2].

The country losses professionals among the Poles and students. The government admits that the country needs the youth for Poland as never before. So, the authority changes the conditions of employment for their citizens. The government of Poland needs to implement the maximum efforts to stop this process and save their own labour force in the country [5].

Migration is also marked by positive factors. This is a decline of tension at the market of labour in Poland, gaining the experience for self-realization, increase of living standards due to money that comes from workers. It is important to organize the entrepreneurial activity and create new workplaces, discover new cultures and languages for the migrant population [7].

A new phenomenon “euro-orphanhood” is related to migration of working population, when one of parents leaves for making money in the countries of the EU. From one side, it gives psychologically negative influence on development of a child. On the other hand, a primary purpose of migration is an improvement of economic terms of life in a family [1].

Conclusion. Thus, migrating of working force is typical of the European states. Poland occupies the leading place among the EU countries. Although Poland is a developed European country, highly skilled workers migrate. They are not satisfied with the wages. This process is called «brain drain», it is popular now, though it has negative consequences on science and development of the country [5]. Therefore, the Polish government is striving intentionally to conduct changes for the improvement of situation in the country and on the European arena.

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FEATURES OF CONSTRUCTING THE IMAGE OF THE FIRST LADY OF THE USA (EXAMPLE OF JACQUELINE KENNEDY)

Introduction: In the modern world, the figure of the first lady is significant for many spheres of public life. Although she is not a political figure in the traditional sense, there are many cases in which the president's wife has influenced decision-making in both domestic and foreign policy. In addition, the first lady has a significant impact on shaping the image of the president and, to a certain extent, acts as the "face" of the state on the international arena. Within the country, the president's wife is considered to be an example for a female audience embodying the values and moral foundations of American society.

Review of recent publications. The issues of constructing the image of the first lady did not constitute a separate area of theoretical research. However, topics related to our research have been studied mostly by foreign scholars, among which are C. Anthony [1], K. Brower [2], I. Kalita [7], N. Shvedova [10]. Also, this topic has been studied by such Ukrainian scholar as V. Chikalyuk [9].