



**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ
ТА СОЦІАЛЬНИХ КОМУНІКАЦІЙ**



СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА

**МАТЕРІАЛИ ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ ВИКЛАДАЧІВ,
АСПІРАНТІВ, СПІВРОБІТНИКІВ ТА СТУДЕНТІВ**

(Суми, 23-24 квітня 2015 року)



information-psychological environment of opposing sides in order to achieve their own goals [1].

We have analyzed the content of the newspaper «Komsomolskaya Pravda in Russia» on the subject of Malaysian Boeing falling and misinformation on the fact that it was allegedly hit by Ukrainian aircraft. In the material for November 5, 2014, «Witnesses: at the time of the «Boeing» collapse near Donetsk a gray plane disappeared in the clouds» by Elena Krivyakina, variations of the phrase «other aircraft», «military aircraft» are used. In this material, the journalist does not mention that it is a hypothesis. According to the material, this is a real fact. In the article «Malaysian «Boeing» shot down near Donetsk...» by Nicholas Varsegov for November 11, the words «Ukrainian fighter» were used. In the other article Nicholas Varsegov renounces this thesis. In his vocabulary there appear words with the connotation of uncertainty and doubt. In the article «So what is actually a «Boeing»? by Georgy Bovt for November 17, the journalist recognizes this as a fake. But in the article we see aggressive rejection of this fact.

The newspaper «Komsomolskaya Pravda» is a typical representative of the Russian media. Fake news produced by Russian media have become a new phenomenon of Russian ideological propaganda. There is strong resistance to this trend in Ukraine.

1. Bulletin SIAC № 100 «Information war and the future of Ukraine»;
http://siac.com.ua/index.php?option=com_content&task=view&id=1054&Itemid=44

THE AGE OF SMART TOYS

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Information technology has become an integral part of our lives, so there is no surprise that different computers are widely used in various areas of daily life from the industrial production to household. From the early childhood kids deal with lots of mobile devices that has led to the emergence of smart toys, such as robots and interactive toys. The modern toys have a little bit in common with their forerunners. The main difference is in the presence of a built-in artificial intelligence.

Today such a toy is more than a blinking and talking bear, mostly it is an Internet connected clever friend that behaves like real. Examples of

such toys are well known Furby and Pleo. They look like animals, have their own specific language, react to the touches and even communicate with their congeners.

This year ToyTalk and Elemental Path have run their startups. It is the start of the new stage of the smart toys' age. The first toy is Hello Barbie doll and another one is a cute green 3D printed dinosaur from CogniToys. Both of them have similar software and hardware. They are speech enabled, Internet connected, personalized and educational. The difference between an intelligent personal assistant and these toys is that the last ones are for kids. You have to press the belly to initialize the conversation with the toy, then you ask the question and wait for an answer. To find out an answer Hello Barbie is connected to ToyTalk servers and CogniToys to a Watson cloud computing service. Thanks to IBM Watson Dino is much more powerful. It can also tell, create and listen to jokes or stories, play interactive games and ask the questions to educate the child. Every toy remembers its owner and grows with him or her.

Despite a large number of positive aspects there are a few disadvantages, such as privacy policy (especially for Hello Barbie), so creators are working hard to solve it. Developers tell gathering information is necessary for further improving toys, but parents are allowed to get access to it. They can also add in personal information about their child, check in the education progress and choose content priorities for the conversation. Some people also criticize the absence of traditional, imaginative methods of the play. It's not a problem, because children can use either traditional way or Internet connected mode to play with a toy.

The age of smart toys has already began, so we can only watch where it will lead and what will be the next stage.

PROGRESS IN SYSTEM MANAGEMENT TRENDS IN THE ALLOCATION OF RESOURCES FOR MULTISERVICE TELECOMMUNICATION NETWORKS

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The successful operation of peer-to-peer network depends on the resilience of its peer's communications. On the Internet, direct