

level of knowledge is needed in different spheres of economy every day. That's why it is better to ensure the future of the branch where the company is by changing the current situation according to the foreign experience.

Thus, such kind of partnership will help to make modern labour market more flexible.

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THE INTERNET AND ITS IMPACT ON POLITICS

The 20 century brought the world innovation technologies, different devices that facilitate the everyday life of people and the Internet is one of the most remarkable inventions separated from others by its uniqueness. From the beginning of 21 century, Internet plays a significant role in a political life and political campaigns and this role can't be simply ignored. The emergence of web-sites of political parties and the development of blogs modifies in depth the political life. The Internet transforms a culture and a society as well: liberty, equality, solidarity, communication. It establishes an extraordinary space for the liberty and self-government. But can it really influence the policy? What are the relations between the internet and the formation of political opinions? In what extent does the Internet promote the participation and mobilization of citizens in political life?

Internet and the formation of political opinions. The Internet provides an access to political information and changes the nature of debates in a public space. The access to political information becomes easier and faster for citizens. Thereby it increases the ability of citizens to make their own choice based on opinion formed. In China the alternative non-official information concerned the government and its policy spreads via blogs. The blogs were very important tools that have been used for adoption of European Constitutional Treaty. The government should recognize and encourage the fact that the Internet provides visibility and control of the authorities from the part of the citizens. The WikiLeaks website says their goal is "to bring important news and information to the public... One of our most important activities

is to publish original source material alongside our news stories so readers and historians alike can see evidence of the truth."But on the other hand the democratization of political life through the Internet has its limitations. The Internet can provide reliable information as well as being a source of misinformation.

Internet and the participation in political life. Internet creates new tools to ensure greater participation of citizens in political life. Internet plays an important role in election campaigns. The candidates are trying to attract people to participate in the debates, to convince them to vote. Sometimes the internet becomes a response to the lack of participation in the election. Some people find it necessary to introduce the system of vote via the Internet. But a great role of the Internet can also lead to the growth of individualism and is not able to immediately ensure the participation of citizens in a political life.

Internet and political mobilization. Internet makes it possible to mobilize citizens and in some cases it becomes a catalyst of political revolutions. Internet provides anonymity and extremely rapid dissemination of information. It is a tool used by the opponents of the authority when there is no possibility to deal with it using other forms of public space. There were large debates concerning the importance of the role of social media on the Arab uprisings. Some say that social media was the main instigator of the uprisings, while others claim that it was merely a tool. Either way, Nine out of ten Egyptians and Tunisians responded to a poll that they used Facebook to organize protests and spread awareness. Furthermore, 28% of Egyptians and 29% of Tunisians from the same poll said that blocking Facebook greatly hindered and/or disrupted communication. But the Internet does not make revolutions. In most countries with authoritarian power, like Cuba, no democratization occurs, despite the presence of the Internet. In non-democratic countries, the Internet is also used as an element of control over citizens. In China the Internet is fully controlled by the authorities so all the web-sites with alternative information are blocked. Moreover there is no access to the highly popular web-sites and social networks like YouTube and Facebook.

In conclusion it should be said that there is no doubt that the Internet opens a new era of culture and changes deeply our relationship to reading, learning and receiving information. Moreover it influences the political opinions and can be used to attract people to politics. But maybe the greatest role of the internet is to provide the citizens an access to alternative sources of information, an ability of information exchange and exchange of opinions. However, the liberty of using Internet is not enough to create the global liberty. But the freedom of expression is a base of all the other rights. Voltaire said that without the liberty of expression there is no free nation. So the defense of the fundamental freedoms and the human rights should become the priority of the Internet governance and this is up to every citizen.

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YOGA IN MODERN LIFE: PRACTICAL EXPERIENCE

Modern trends of civilization development encourage people's interest in their own personalities, in their physical, mental, social and spiritual health. Numerous methods of human development, once hidden from a layman, become widespread. Yoga is one of them. So what is yoga practice in modern life: the spiritual path or equipment to maintain good physical and mental health? How is it applied to the Western man?

As a complete system of spiritual and physical practice yoga was formed about 3000 years ago. It included the following stages: yama (self-control and self-restraint), niyama (strict compliance), asanas (yogic postures that were only three at that time: practice in standing, sitting and lying positions), pranayama (breath control), Pratyahara (sense organs control and diversion), dharana (concentration), dhyana (meditation) and samadhi (conscious focusing). This is what is known as Raja yoga, and is a traditional way.

Hatha Yoga was formed about 500-600 years ago for the purpose of Raja Yoga, and included a small number of asanas. It is considered to develop and strengthen the body and the nervous system in particular, to develop the brain's