

To summarize, we would like to emphasize that the problem of the gap between rich and poor people is topical today. In a market economy the world cannot get rid of it completely. However, the inequality can be reduced if governments take the right economic policy at the national level.

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THE PROBLEM OF INFORMATION FALSIFICATION IN THE INTERNET AND ITS IMPACT ON THE ECONOMY

ПРОБЛЕМА ИНФОРМАЦИОННОЙ ФАЛЬСИФИКАЦИИ В ИНТЕРНЕТЕ И ЕЕ ВЛИЯНИЕ НА ЭКОНОМИКУ

Currently, the main source of information for most modern people has become neither TV, nor newspapers or books, but the Internet. Most people are unshakable in the confidence of receiving reliable and independent information on the Internet. The whole offline world is perceived as an inferior parody to the world of online servers.

Therefore, the object of our scientific study is consequences of the falsification in the Internet. The aim of the research is to establish the connection between falsification on the Internet and the economy.

Today, there are many ways to falsify information in the online environment. One of the main aspects of the Internet is traffic, supposing people using a particular service. Traffic is always a profit. According to experts' estimates, about half of the Internet traffic belongs to Internet bots. Since advertisements are shown to them, it becomes possible to impersonate them as site visitors and thus increase the traffic level of various Internet resources, while misleading a huge number of people interested in traffic indicators or viewing any online resources. It is worth mentioning the provision of paid services for writing comments or reviews on the Internet pages to attract the attention of the audience and increase the level of trust of potential customers, as well as the creation of "honest" reviews for the same purposes. Computer technology and neural networks can replace lip movements and human speech in video. This opens up wide opportunities for new provocations, especially in the political sphere. The Wall Street Journal has published a great deal about the new phenomenon and posted a video demonstrating the possibilities of speech substitution. The video broadcasts replaced words of Barack Obama, who suddenly "stated": "President Trump is a stupid stupid idiot. You see me, but you understand that I would never say these words. Dangerous time. "One of the vivid example is claiming to make Tesla a private company and redeem all shares on the exchange for a fixed price of \$ 420. The U.S. Securities and Exchange Commission filed a lawsuit against Tesla's CEO. In the statement of claim, such statements are formulated as several "false and misleading" messages on Twitter. After the tweet, the price of Tesla quotes on the exchange rose by 6.5 %, to \$ 363.4 per share. This statement led to significant disruptions in the operation of the securities market, artificially increased prices, a lawsuit against Musk an sharp fluctuations in the course of the company.

Thus, we can conclude that the falsification of information in the world of online servers extremely affects the opinion of consumers, who perceive the Internet as the most reliable source of information, which, in turn, affects the formation of their demand and the economy. Aware of the threats and consequences of such trends for the entire world community we suggest tough resistance activities to falsification of information in the Internet. They are the following: an enacted law that obligates social networks with registered users to monitor their content, authorities should recruite specialists to track posts on social network, bloggers with their followers are considered the media and are fully responsible for distributing fakes or inciting to violate laws, private media

have the right to publish only those news of a socio-political nature that have already appeared in the state media, social networks themselves also strive for “self-cleaning”.

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CULTURAL LIFE OF THE CITY: THE DIALECTICS OF GLOBAL AND LOCAL

КУЛЬТУРНАЯ ЖИЗНЬ ГОРОДА: ДИАЛЕКТИКА ГЛОБАЛЬНОГО И ЛОКАЛЬНОГО

Today we can see a paradigm shift in the development of the city: “an office city”, “a machine city” and “an industrial city” are changing into “a cultural city”, “a city for life”, “a city that promotes a healthy city”. The combination of such approaches as “a city as an innovative project” and a city — is “a center of culture” acquires a new meaning. The city of the future will be characterized as a place, that promotes the implementation of innovative initiatives with participation of as many people as possible, as a place, where they approach social and economic problems in a new way, a place of collective creativity of the inhabitants, who are the representatives of different cultural and social backgrounds [1, p. 376].

The aim of the study is the analysis of the impact of the modern globalized world on new opportunities for urban development. Metropolitan areas are considered to be the most innovative centers where technological and scientific progress, economic, social and cultural developments are concentrated. By the innovation we mean the activities of people and organizations to change themselves and the environment