

" The lexical units "fate", "temptation", "superiority" are emotional components of slogans.

From all the presented slogans in the article we can conclude that the vocabulary of slogans of the German car manufacturer "Mercedes-Benz" is an expression of the essence of the automotive business, conveys visual and emotional information about the company not only through the appearance and technical characteristics of cars. -characters that help visualize a positive image of the company.

## **RESEARCH OF THE MARKET OF CARGO TRANSPORTATION BY ROAD TRANSPORT IN THE INTERCITY CONNECTION BY SINGLE ORDERS**

**Shibko E., student**

**Gerasymchuk T.V., PhD, Associate Professor,  
Kharkiv National Automobile and Highway University**

Fixed and single orders are presented on the freight market. In contrast to fixed orders for the carriage of goods, which have a clearly regulated procedure and are carried out under pre-agreed terms of a long-term contract, single orders are random.

The segment of single orders accounts for almost half of the intercity trucking market. Therefore, it is interesting to study.

Considering the development of information technology, the main source of information about single orders are specialized logistics sites. In Ukraine, the most famous are three servers: lardi-trans.com, della.ua and ati.com.ua. These sites are presented online databases with information about the order. The current study looked at statistics from lardi-trans.com. Since it is the most popular in Ukraine and, accordingly, has the largest target audience in the field of road transport.

The study focuses on goods that don't require special transportation conditions, have a volume of 20 tons and are transported in intercity traffic. Statistical information was collected within 5 working days, weekends are not taken into account, because the number of single orders on these days is very small.

In order to create a single file that would display a common array of data, we build the appropriate tables in Microsoft Office Excel.

A large number of orders for the carriage of goods is duplicated several times. After clearing the data set, we can objectively assess the demand of the market segment of single orders. One of the best ways to reflect the demand for long-distance freight is a matrix of single orders for their execution. The headings of rows and columns are the names of the regions of the country.

Due to socio-political and economic changes in Ukraine, the Autonomous Republic of Crimea is not taken into account when building a matrix.

As a result of building a matrix based on visual analysis, we note that the largest number of orders comes from and to Kyiv region, as well as Dnipropetrovsk region. The smallest number of orders comes for transportation from Luhansk and Chernivtsi regions.

The study and analysis of the single order market is a complex process due to the presence of a large number of random factors. For the same reason, the process of servicing such orders is a significant difficulty. This study is useful for finding a rational strategy for the carrier's behavior, because it reflects which areas of transportation are attractive, ordinary and unattractive.

## **THE UNIFIED SYSTEM OF THE FARE PAYMENT IN ISTANBUL**

**Litvinenko Ye., student**

**Gerasymchuk T.V., PhD, Associate Professor,  
Kharkiv National Automobile and Highway University**

The world is developing quite rashly. Every year it moves to a new level of improvement. Now our life can't be imagined without technologies e.g. bank cards. Everyone can leave home with the bank card and solve any problem without cash on you.

Every single day the world economy means to withdraw cash from everyday life. It helps to stabilize economic processes in countries. Paying by card allows excepting the height of the informal economy. It is also true for transport. The unified system of the fare payment has been introduced in Ukraine recently. It allows taking into account everyday passenger traffic and filling the local budget. Using card people can pay for all means of public transport: tram, trolley, underground, bus. The government of the other cities also includes cable car and local train. While such type of system was launched in Ukraine only in 2017 and keeps developing, in Istanbul it has been working since 2009.

Istanbul public transport is highly developed. It covers an area of more than 5700 square kilometers. The public transport includes buses, trams, dolmuş minibuses, underground, local trains, ropeway, cable cars and ferries.

As I mentioned before the unified system of the fare payment works in Istanbul very well. The public transport is part of the IETT - Istanbul Electric Tram and Tunnel Operations. This is an organization, which provides public transport services in Istanbul and is run by Istanbul municipality.

In Istanbul the public transport payment is made with a once-only e-ticket or a special card – Istanbulkart. Paying in cash is only allowed on dolmuşes, taxi, buses Havaist (the new airport of Istanbul) and Havabus (Sabiha Gokcen International Airport) and the ferries of the private companies.

There are four types of Istanbulkart:

- ANONIM Istanbulkart – You must pay for full rate. This card is mostly used by tourists;
- MAVI Istanbulkart - monthly subscription;
- INDIRIMLI Istanbulkart – special reduced fares on public transport for students, teachers, pensioners who are over 60 years old;
- UCRETSIZ Istanbulkart - for disabled people, pensioners who are over 65 years old, civil servants.