



The primary objective of physical education is forming of student's physical culture as an integral part of general culture, who is able to realize it in educational, social and professional activity.

The primary goal of physical education is specified in work with students in the following tasks:

1. Strengthening of health, harmonious physical development assistance and working capacity support during the term of study.
2. Diversification support, increase of the level of general physical fitness, development of professionally important future specialists physical capabilities.
3. Mastering of systematic knowledge, covering philosophical, social, naturally scientific and pedagogical subject area, what is closely connected with theoretical, methodical and organizational grounds of physical culture.
4. Forming of students' self-perfection need, support of high health level, the conscious use of all organizational and methodical forms of athletic-sporting activity.
5. Forming of skills of leisure independent organization with use of facilities of physical culture and sport.

One of important task of physical education is to teach students to use the gained knowledge in practical activity. Thus physical education as type of education can be considered as a pedagogical process, oriented on comprehensive physical development of students, specificity of their training for their social duty performance in society.

#### REFERENCES

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### **DAIRY PRODUCTS OF “BILOTSEKIVSKA MILK FACTORY”**

Belotserkivskia milk factory was founded in 1960. The priority of the company was and is the production of butter. Consumers and a lot of competition are changing the style of



doing business in Ukraine. Quality is the main force of such change, the key to the revival of domestic enterprises and improve life in Ukraine.

To achieve the high standards of quality and constantly improve them every day work should be completed. Therefore, in 2001–2002, a fundamental reconstruction was realized and specially made line for butter, cream and vegetable production was started up at Bilotserkivskiy Milk Factory. This one made it possible to guarantee consistently high quality products. Specialists managed to successfully solve the main task of keeping the production technology of traditional butterfat and create new high-quality product with consumer characteristics that displays it as elite level of butterfat, while maintaining average market prices [1].

The main raw material for the enterprise is milk that meets current standards and technological capabilities. Since the raw material comes from different districts of the Poltava region, enterprise laboratory performs admission control to prevent milk getting into the production of raw materials, which does not comply with regulations.

The plant has a system of economic use of energy. The plant is characterized by high levels of automation, continuity of the process, strict quality control of raw materials and components, high culture of production [2].

Under the trademark “Bila Tserkva” issued: butter “farm” as a high-quality brand produced by traditional technology with high quality natural fresh cream from milk. It has a mild taste, refined pasteurized cream flavor, tender texture.

Margarine “Poltavchanka” is made of natural fresh cream with the addition of vegetable oil. Manufacturing based upon new technology ensures constant high quality. The content of vitamins, calcium, phosphorus, irons and low cholesterol levels have made this product irreplaceable for those who keep themselves healthy [2].

Butter “Chocolate” is produced by traditional technology with natural fresh cream with cocoa and sugar.



Cheese “Lymanskiy” is a highly quality product made of milk by its folding and processing. It includes all the essential ingredients: proteins, fats, carbohydrates, mineral salts, a large amount are milkfat and water soluble vitamins as cheese is an essential component of people’s diet.

Low-fat cheese is made of skimmed milk by rennet coagulation and post-treatment clot. Low-fat cheese is used as a basis for the production of processed cheese.

The priorities for the development of dairy production at “Belotserkovsky Milk Factory” are the following:

1. Reducing the percentage of fat mass and increasing the protein part of milk.
2. Maximum utilization of all milk components.
3. Expansion of production of extended shelf life.
4. Use the newest packaging materials.
5. The use of ionizing radiation, allowing destroy microorganisms without changing the initial quality of milk and the use of such natural phenomena as bactericidal phase.

Thus, for efficient production of dairy products it is necessary to achieve maximizing of all milk components without using biologically active substances and flavors.

#### REFERENCES

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### **ОСОБЛИВОСТІ ВИКОРИСТАННЯ АУДІО- ТА ВІДЕОМАТЕРІАЛІВ НА УРОКАХ ІНОЗЕМНОЇ МОВИ**

Ознакою сучасного етапу суспільного розвитку є зростання значущості іноземної (англійської) мови як мови міжнародного спілкування. У сучасних умовах розвитку освіти зміст навчання спрямований на забезпечення можливості спілкування осіб, в процесі якого зустрічаються різні норми та моделі поведінки, різний вік та умови спілкування, різні