Савчин М.
Франчук Т.
(M. Savchyn
T. Franchuk)
студенти I курсу групи КН-17
напрям підготовки «Комп'ютерні науки»
Науковий консультант: Ю.О. Свірідова
канд. філол. наук,
доцент кафедри іноземних мов
та спеціальної мовної підготовки
ВНЗ «Університет економіки та права «КРОК»

HISTORY OF APPLE AND THE FIRST COMPUTER
IN UKRAINE

The Altair 8800 is a microcomputer developed by American engineer Edom Roberts and his company MITS (Micro Instrumentation and Telemetry Systems) in 1975, based on the Intel 8080 microprocessor. This system led to the revolution of personal computers in a few years: the tire designed for this computer has become standard in computers.

Bill Gates and Paul Allen joined MITS for software development, and Altair BASIC was the first Microsoft product. The Apple I is one of the first personal computers developed by Steve Wozniak for personal use. His friend Steve Jobs suggested to sell the computer. So, in April 1976, Apple I was presented at the Self-made Computer Club, California.

Computer Apple II was first introduced in 1977 at the West Coast Computer Fair and became one of the first and most successful personal computers of the time. The first Mac was released January 24, 1984. It was the first popular personal computer that uses the graphical user interface and the mouse. Soon after, the company stopped developing and manufacturing Apple II, which previously was the main source of revenue for the company.

Few people know that the first computer in Europe was created in Ukraine in 1951. The name of this computer was "the small electronic meter" – "MESM". The machine was created in the laboratory of computer engineering of the University of Electrical Engineering of the Academy of Sciences of the UkrSSR under the direction of Sergej Lebedev.

The big computer occupied the large room of 20 square meter and worked with unpresented speed sat that time 3 000 thousand`s operations per minute (modern computers carry out millions of operations per second) The computer was equipped with 6 000 pieces bulbs.

The first launch of "MESM" was remembered as a "lamp problem" when machine was turned on, the 6 000 lamps turned the premises into tropics.

S. Lebedev moved to Moscow and became a director of the Institute of precise mechanics and computer science. Over the next 20 years his life, were created 18 supercomputers. As a founder of computer technology he took a worthy place in the stellar galaxy of computer pioneers in the world.

References

1. Altair 8800 [Electronic resource] / Wikipedia. – Access mode: https://en.wikipedia.org/wiki/Altair_8800

2. Altair 8800 Microcomputer [Electronic resource] / The National Museum of American History. – Access mode: http://americanhistory.si.edu/collections/search/object/nmah_334396

3. History of Apple: The story of Steve Jobs and the company he founded [Electronic resource] /Macworld. – Access mode: https://www.macworld.co.uk/feature/apple/history-of-apple-steve-jobs-mac-3606104/

———— ◈ ————

Самолюк А.
(A. Samoliuk)
Student of International Relations
Faculty at University KROK

Scientific Supervisor: Pashchenko G.S.
Candidate of Science (Pedagogics),
Assistance Professor

ROLE OF LANGUAGE IN MODERN MULTINATIONAL MANAGEMENT

1. Language as an Issue in Multinational companies

Contemporary society adapted for the tendency that English rule the world and everyone has to know this language. We are trying to give a western type of education for our children, because we think that in future they will go to work in a multinational company and they have to know how to communicate with people in that society. What if I tell you that this prediction on future is deceptive, instead of the tendency what we have in Ukraine, that we have integration to EU and this year different Multinational companies about which we even did not hear anything will enter our market. For sure we've already had enough famous multinational companies, but it doesn't seem that other a bit smaller competitors do not want to join this hub. Intention of these companies we understand but how our Ukrainian people will be hired on top positions by them if these companies come from Norway, Germany, Switzerland or somewhere else. When their native languages are different from ours and different misunderstandings could occur between board of directors and their executors. The insights concerning the language coming later when people already waiting for instructions but cannot understand them, cause they came to work in English but received materials in different languages, of cause they can translate it with the help of translator but what level of correctness they will receive. To avoid this issue they will try to use a help of interpreter but it takes time and some financial sources of a company.

2. Language Barrier as the First Step to Miscomprehension

Intention of international corporations in different countries over the world is to find understanding between customers and with help of this factor to increase profitability. How often do you think about the company if you are a regular staff worker? How