

Animal spirits of Ukrainians can be shown in the bright and colorful ceramics of Tripoli and stories of many travelers. Everything in Ukraine has animal spirits: embroidery, pottery, painting, music and humor.

16. Developed sense of humor

In Ukraine without humor, funs and jokes any talk, party or discussion cannot happen. Humor is a permanent attribute of Ukrainian television, parliament, business, even litigations. The most popular plot of jokes is not dedicated to Russian, Chukchi or anyone else. Ukrainians usually laugh at himself in different situations where he either failed or acted very reasonably. The nation who is able to laugh at itself is invincible.

17. Respect for the family

Family values always took special place in Ukrainian mentality. In Ukraine, everyone is equal in a family; everyone has an equal right for happiness. In Europe, family happiness lies in high material status. However, Ukrainians still try to build families on love and respect.

Conclusion. Culture is often compared to an iceberg: there is more to it than meets the eye. We believe that the research in English into the national values can help the foreigners to better understand the hidden part of Ukrainian cultural iceberg.

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UKRAINIANS' ATTITUDE TO CORRUPTION

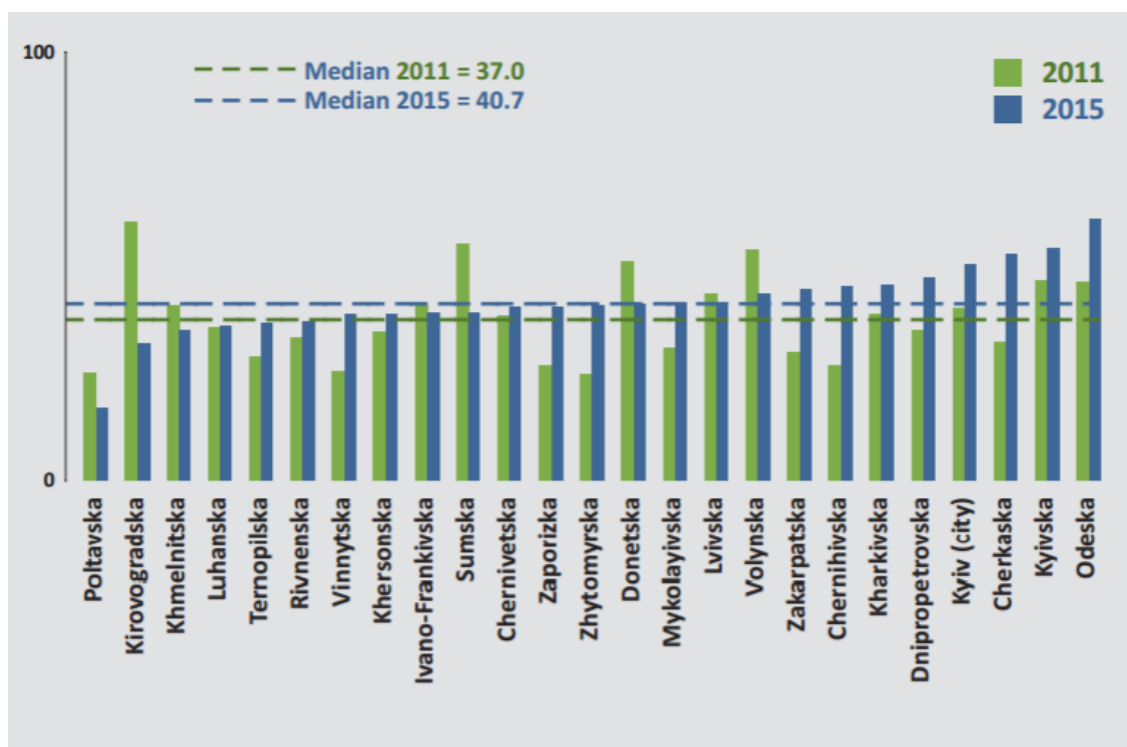
Introduction. Corruption can be defined simply as behavior that corrupts. It tends to subvert the cultural system in which it occurs. This means that one cannot recognize corruption in a particular society without knowing something about how that society works.

Corruption perception in Ukraine. Citizens' corruption perception indices (CCPI) were calculated based on respondents' answers to the question of how widespread corruption seemed in Ukrainian government bodies and among public officers. The more respondents believed it was widespread in the 20 different services and sectors, the higher mean CCPI was set (with 100 being the highest and 0 standing for the lowest).

The mean CCPI for Ukraine was 39.4 in 2011 and reached 42.8 in 2015. Thus, over 40% of the major sectors and institutions in Ukraine are perceived by its people as too corrupt.

In regions, the most dramatic positive changes are observed in Kirovohradska oblast, which has moved from the first rating position to the last but one since 2011. In four regions (Odeska, Cherkaska, Kyivska oblasts and the Kyiv city) perceived as very corrupt are over a half of the sectors – and all of them demonstrate a negative tendency in time. To estimate the general regional differences, we have used the median indices by oblasts.

Graph 1.1 Citizens' Corruption Perception Index by region



Overall, the citizens' corruption perception index has increased in sixteen oblasts and in thirteen of them it has grown by 5 points and more. Its decrease has been documented in eight oblasts.

The latest survey findings generally prove the relationships discovered in our earlier studies. They show that perceived corruption (measured with the CCPI) is closely related to a number of factors:

- perceived corruption of the society brings about distrust in the bodies of power of all levels;
- perceived corruption is higher in the eyes of people believing that authorities do not take sufficient measures to overcome corruption;
- those who tend to justify corruption for their own gain are convinced that they are living in a very corrupt society;
- CCPI is higher where people have felt corruption increase since Yanukovich's presidency;
- people's willingness to defend their rights when officials are being unjust strengthens in response to perceived corruption increase in various sectors of social life, among other things;
- people who admit their own corruption experience are more convinced that it is widespread in various sectors meaning that perception of corruption in the society generally depends on people's own experience of corruption – even if they received it in a different sphere;
- perceived corruption is somewhat higher in urban communities, among middle-aged people, and people with higher level of education and income. This is partly

explained by the fact that representatives of these socio-demographic groups face corruption relatively more often.

Unlike perceived corruption, the real spread of this phenomenon is estimated by particular cases of bribery and abuse of power that our respondents report. There are studies demonstrating that perceived corruption is not always connected with actual experience but mostly depends on the informational environment, people's trust in the government or perception of the economic conditions in the country. These findings also show that perceived corruption correlates more with people's trust in the government than their actual experience.

Over the whole period of monitoring corruption, there have been no significant changes in people's practices related to contacts with authorities or state institutions (Graph 4.1). Traditionally the largest rate of the population deals with state-run health care institutions (67.9%). Also, like it was before, a considerable part of people contact state institutions to apply for or receive social benefits (23.4%), secondary schools (22.5%), organizations providing connection to or repairs of public utilities (18.9%), and the SAI (16.8%). Each of the remaining institutions has been contacted by not more than 10% of respondents. The rate of households with no need to turn to any of these institutions during a year is also stable amounting to 16%. Compared to 2011, there has been a considerable increase in the rate of people who turned to state institutions to apply for or receive social benefits — and contacts with military enlistment services have also become more frequent. In contrast, people less rarely turn to the SAI and state institutions dealing with real estate registration / privatization or land privatization / ownership than they used to. Other institutions are contacted with the same frequency as before [1].

National anti-corruption campaign unfolds with success. The number of Ukrainians who are ready to report the cases of corruption to the law enforcement agencies has increased by 32 percent. That's according to Transparency International (TI) Ukraine civil society organisation, who has announced the preliminary results of the national anti-corruption campaign «They wouldn't keep silent!».

«45.5 percent of Ukrainians are ready to report corruption to law enforcement and press for just punishment of bribe takers, «the campaign's statement says». Over the year, this number has increased by 32.5 percent».

Bribery is a way of life in many of these countries and is an unmitigated evil. It is a symptom of system breakdown, due to a recent history of political oppression or instability. It is best to rely on corporate, connections, and pro bono activities, and to maintain a clean reputation. According to Transparency International, fines for bribery in Ukraine are smaller than bribes. Reportedly, two percent of citizens are actual whistleblowers who take real steps: report crimes to police, prosecutor's offices, and security service, file lawsuits and publish their investigations.

*«People who openly demonstrate their negative attitude towards corruption and seek punishment for corrupt officials deserve respect», said **Oleksandr Skopych, a member of the National Agency for Prevention of Corruption.*** Skopych added the Agency plans to establish a reception office and a call centre, in addition to the already existing online system for citizens willing to report a corrupt officer.

«Since the campaign started, TI Ukraine has received and processed about 330 reportings, 36 of which investigated by law enforcement. In 20 cases the corrupt acts were stopped», he said.

As the statement reads, 16.5 percent of crimes reported by citizens to TI Ukraine over the last year were made in police and courts, 13 percent in education and public spheres. Allegedly, the leading causes of corruption in Ukraine are as follows:

- desire of politicians and officials to use public office for personal gain;
- lack of the political will of the highest levels of government to fight the corruption;
- citizens' habits to solve their problems using bribery;
- poor internal controls in government, lack of transparency;
- complicated legislation and too much government bureaucracy.

Conclusion. Due to the work of ProZorro and Dozorro systems the violations became more vivid for business and civil society, in comparison to the paper tenders. Exposure of such tenders with the help of Dozorro can considerably reduce corruption in procurement. The governmental programme to fight corruption are:

1. Clear financing of political parties
- 2 National Agency for the Prevention of Corruption (NABU)
3. Implementation and maintenance of real judicial system
4. Implementation of the law on public procurement
- 5 Inevitable punishment for a crime for officials

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TEACH FOR AMERICA: EXPERTISE IN AMERICAN EDUCATIONAL NON-PROFIT BUSINESS

***Abstract.** This article is about corporate culture of the non-profit organization «Teach For America». Within the article will be discussed the background of the organization, sometimes*