people towards a more economical attitude to nature and the environment, equip cities with waste collection points for further processing, and, possibly, apply financial incentives. By implementing these measures, it is possible to achieve a greater number of closed cycles at enterprises, create more jobs, save a large amount of resources and also improve the ecological situation in the country.

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COMPARATIVE ANALYSIS OF ECONOMIC ARTICLES PUBLISHED IN THE AMERICAN NEWSPAPER «USA TODAY» AND THE CHINESE NEWSPAPER «人民日报» IN THE FIRST QUARTER OF 2020

The newspaper is the most readable source of information all over the world. According to R. Fowler, «the news media select events for reporting according to a complex set of criteria of news worthiness; so news is not simply that which happens, but that which can be regarded and presented as newsworthy» [1, p. 13]. The most important element of the newspaper is the headline which aims to give the reader an overall picture of news and to grab the reader's attention. D. Reah defines the news headline as «a unique type of text as it has a range of functions that specifically dictate its shape, content and structure» [2, p.13].

The aim of this research is to make a comparative analysis of the American and Chinese news articles revealing the economic data. During the research, more than 1065 headlines of the American newspaper «USA Today» and 1177 headlines of the Chinese newspaper «人民日报» published in the first quarter of 2020 have been analyzed.

The findings of this study indicate that the spreading of coronavirus in the first quarter of 2020 had a serious impact on the economies of the U.S. and China.

China had been fighting the coronavirus outbreak since mid-January, when officials finally admitted the spreading of virus all over the country and had taken hold in Hubei province and its capital, Wuhan. The strict restrictions introduced by the Chinese government in order to fight and control the spread of virus had caused the

reduction of China's economic growth, namely, the fall of industrial, manufacturing and automotive production, new housing starts, retail sales, the drop in exports. China's GDP shrank by 6.8% in the first quarter of 2020 compared with the same period in 2019. The Chinese government had adopted a package of financial, monetary and trade policies to avoid an economic meltdown. The following are examples of headlines illustrating a series of financial support measures implemented by the Central government, Chinese financial institutions and the People's Bank of China:

从代中央管理党费中划拨10800万元用于支持新型冠状病毒感染的肺炎疫情防控工作［人民日报, 31.01.2020］ – 'The Organization Department of the Central Committee of the Communist Party of China allocates 108 million yuan to prevent and control the novel coronavirus epidemic ' [人民日报, 31.01.2020].

央行将投放流动性1.2万亿 – 'People's Bank of China to inject 1.2 trillion yuan worth of liquidity into market' [人民日报, 03.02.2020].

各级财政投入疫情防控资金1104.8亿元 – 'The Ministry of Finance arranges a total of 110.48 billion yuan for epidemic prevention and control' [人民日报, 06.03.2020].

After two months of a near-total lockdown in many parts of the country, China was getting back to business in March. This fact is proved by the following examples:

湖北 规上工业企业复工率近50% – 'The recovery rate of industrial enterprises in Hubei province is about 50%' [人民日报, 19.03.2020].

多家商场恢复营业–'A number of shopping malls get back to business' [人民日报, 30.03.2020].

农资重点企业复工率已达88% – 'The recovery rate of key agriculture enterprises reaches 88% ' [人民日报, 23.03.2020].

While restrictions were easing in China, and China's enterprises and companies were getting back to business, the Covid-19 crisis was spreading in the U.S. Many cities and states began to shut down nonessential businesses, millions of workers filed for unemployment each week, consumer and business spending fell sharply. By March 26, the U.S. had become number one in the world in terms of its number of coronavirus cases. The following headlines demonstrate the impact of virus on the U.S. economy:

Stocks drop after virus aid stalls [USA Today, 24.03.2020].

Virus, oil fears shatter markets [USA Today, 10.03.2020].

Record 3.3 million file unemployment claims [USA Today, 27.03.2020].

The U.S. leaders from the Democrat-controlled House and GOP-led Senate came to a compromise deal aimed at providing $8 billion to combat the spread of epidemic in the U.S.:

House, Senate strike deal on $8 billion funding package to combat coronavirus [USA Today, 04.03.2020].

The U.S. GDP fell at a 4.8% annualized rate in the January-March period. The economic slump in the first quarter marked the first drop in output since early 2014 and late 2008 during the depth of the Great Recession. The following example illustrates this point:

Threat to economy doesn't measure up to calamity of 2008 [USA Today, 11.03.2020].

Furthermore, the U.S. and China engaged in a trade war in January, countries imposed tariffs on hundreds of billions of dollars worth on one another's goods:

US, China sign deal in break in trade war [USA Today, 16.01.2020].

Nevertheless, it must be noted that China reduced tariffs on $75 billion worth of American-made goods in February:

China cuts tariffs on $75 billion in US imports [USA Today, 07.02.2020].

In conclusion, apart from an economic conflict between U.S. and China in January, the economies of both countries were severely affected by the outbreak of coronavirus. Although China was the first hit by virus, it controlled the disease through swift and strict actions, as a result, avoided an economic recession in 2020. The U.S. economy, by contrast, was hit hard by the coronavirus epidemic.

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METHODS OF IDENTIFYING SIGNS OF INDUSTRIAL AND FINANCIAL CRISIS

One of the modern models for forecasting the production and financial crisis is stochastic systems for simulating the emergence of insolvency and bankruptcy.

To diagnose the crisis of enterprise development automated diagnostic systems should be widely used – special software products used to calculate individual indicators and interpret them on the basis of special (built-in or debugged) methods of enterprise and assess the threat of bankruptcy.

In a crisis situation, management needs to mobilize all the capabilities of the enterprise and focus on their implementation.

One of the modern models for forecasting the production and financial crisis is stochastic systems for simulating the emergence of insolvency and bankruptcy.

As you know, the performance of the enterprise is formed by chance under the influence of many factors of internal and external environment.

This makes it expedient to supplement the tools for assessing the probability of bankruptcy of the enterprise by the method of stochastic computer modeling (Monte Carlo method).