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## THE CONCEPTUAL AND SEMANTIC ANALYSIS OF THE CATEGORY “REGION”

The concept of “region” is in the process of constant change due to the development of scientific attitudes and approaches to its definition. It became kind of the intersections point for different scientific paradigms. That is why the author decided to conduct a conceptual and semantic analysis of the category “region” to systematize and organize theoretical developments.

Today, there are many definitions of “region” and approaches to its interpretation. The article presents an evolutionary approach to the development of the category “region”: from lexical origin to the modern perception is the interpretation of it as a socio-economic system.

The study presents an overview of legislative and regulative acts of Ukraine and the world that legally enshrine the category “region”.

In the theory of formation of the nomenclature of the category “region”, it is possible to note a number of major controversial issues: firstly, the identification of the concepts of “region” and “district”; secondly, the spatial scale of the category “region”; thirdly, the structure of the region; and, fourthly, the presence of a large number of approaches to defining the essence of the region. The ar-

ticle notes that all these problems are solved by the scientific community in different ways. In addition, a common thread through all the study is a comparison of views of domestic and foreign scientists on a particular issue.

It is also noted that a number of scientific approaches among others represent more complete and accurate disclosure of the nature of the category “region”. They use theoretical research aspects of nomenclature of a systematic approach.

Separately, the author highlights the debate over the identity of the region and the administrative and territorial units.

However, for the author of the study, the most interesting is the paradigm of “the region as the market”, which highlights the business environment in the region, the characteristics of regional markets (goods and services, labor, financial resources, securities, information, knowledge, etc.).

The author of the study provides the following conclusion: the region is a spatial constraint for the consumer market; and offers the following definition: region is the territory of a certain consumer market, which does not necessarily coincide with the administrative

division of the state and has characteristics of a socio-economic system with a number of features that distinguish it from others.