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и
современный мир**

**Foreign Languages
and Contemporary World**

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международной научной конференции
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В сборник включены материалы, посвященные различным аспектам жизни современного общества: проблемам социально-экономического развития, вопросам окружающей среды, тенденциям в развитии современной науки и др. Материалы издаются в авторской редакции.

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INTRODUCTION OF SOME THERMOPHILIC PLANT SPECIES INTO THE CENTRAL RUSSIAN CLIMATIC ZONE

Since primitive times, man has been engaged in the spontaneous introduction of plants that he planted in the place where he lived, gradually spreading to other locations. It is the ability to purposefully grow plants that has become one of the key moments in the formation of human civilization. Today, the introduction of plants is also very important. First of all, it manifests itself in meeting the growing needs of the population and the economic growth of countries. In this paper, we will talk about the introduction of some thermophilic plant species into the conditions of the Central Russian climatic zone.

Introduction (from the Latin word *introduction* meaning “introduction”) is a biological term denoting the accidental or purposeful relocation by a person of any kind of living organisms outside their native natural range to places where they were not previously found. Specifically, plant introduction is a procedure for introducing new plant species into crops outside their natural range [1].

The paper in question deals with introduction of some thermophilic plant species into the conditions of the Central Russian climatic zone. It should be mentioned that all plants to be used in the experiment can be divided into 2 categories:

- 1) introducers for agriculture;
- 2) introducers for ornamental gardening.

The introducers for agriculture include the following plants: fig (*Ficus carica*), peach (*Prunus persica*), real ziziphus (*Ziziphus jujuba*), tri-pointed kudrania (*Cudrania tricuspidata*), American toothed chestnut (*Castanea dentata*), Asimina triloba, and Caucasian persimmon (*Diospyros lotus*). If these plant species are introduced, over time they can be used as agricultural, since the fruits of each of them are edible.

Among the introducers for ornamental gardening we may name maple-leaved sycamore (*Platanus acerifolia*), glorious yucca (*Yucca gloriosa*), Japanese aucuba (*Aucuba japonica*), Lebanese cedar (*Cedrus libani*), Antarctic notophagus (*Nothofagus antarctica*), high juniper (*Juniperus excelsa*), and Trachycarpus Fortune (*Trachycarpus fortunei*). If the introduction experiments are successful, it will make sense to use these plants for urban landscaping. Particular attention should be paid to the fact that the Lebanese cedar and high juniper are red-listed species in need of protection. Therefore, their introduction

outside their natural range will have a positive impact on maintaining their numbers and their conservation.

Having analyzed a large amount of literature and previous experiments in the corresponding area, we suggested that these species are quite capable of growing in a climate similar to Moscow, but there are those that require shelter for the winter. To check if this is really the case, several experiments were conducted by the author of the given paper. Six years ago, the first exotic plants were planted on a plot of land located in the Gribki village, Moscow region, Russia. These were *Trachycarpus Fortune*, figs, Caucasian persimmon, high juniper, and yucca glorious.

According to literature sources, *Trachycarpus Fortune* is able to tolerate temperatures up to $-15\text{ }^{\circ}\text{C}$, figs up to $-20\text{ }^{\circ}\text{C}$, persimmon up to $-17\text{ }^{\circ}\text{C}$, juniper high up to $-25\text{ }^{\circ}\text{C}$, and yucca glorious up to $-23\text{ }^{\circ}\text{C}$. All these plants still thrive in the abovementioned location [2; 3]. In order to protect the plants from frosty winters of Central Russia, all of them, except juniper, were covered with two layers of medium-density white spunbond (60 g/m^2). Speaking of the palm, its trunk and the growth zone were covered with sawdust. Juniper wintered without shelter.

After the first three years of successful wintering, it became clear that shelter really does the job of protecting plants from frost. *Trachycarpus Fortune* froze only in severe winters, when the temperature fluctuated in the range between $-25\text{--}30\text{ }^{\circ}\text{C}$ for quite a long time. It either lost all the foliage, or a certain amount of it. Yucca did not freeze. Persimmon froze to the level of snow at the same temperature indicators. At present yucca and figs are covered with one layer of spunbond of the same density, with yucca freezing only once, and figs freezing only in harsh winters with prolonged temperatures in the range of $-25\text{--}30\text{ }^{\circ}\text{C}$ losing only 10–15 cm of annual growth. Juniper winters peacefully without shelter up to now, it froze slightly only once, when it was about $-27\text{ }^{\circ}\text{C}$ for a long time. Persimmon and *Trachycarpus* are still covered with two layers of spunbond.

Two years after planting these plants, five more species were added: three-lobed azimina, serrated chestnut, Japanese aucuba, Antarctic notophagus and Lebanese cedar. Azimina successfully wintered without shelter and continues in the same fashion, although its growth is very slowly. Cedar was covered with one layer of spunbond only during the first winter and froze slightly when the temperature was below $-20\text{ }^{\circ}\text{C}$ for a long time. The rest wintered without any shelter. Last year, half of the plants froze due to fairly long frosts in the range $-25\text{--}29\text{ }^{\circ}\text{C}$, but survived. Notophagus felt absolutely comfortable and froze by about a quarter with prolonged frosts of $-27\text{ }^{\circ}\text{C}$. At the same time, it wintered without problems until $-23\text{--}25\text{ }^{\circ}\text{C}$ and is still thriving. Chestnut immediately wintered without shelter and never froze. Aucuba has been wintering all this

time without any problems and is now wintering under one layer of spunbond and does not freeze even in harsh winters.

Two years ago, another *Trachycarpus fortune* and another *yucca gloriosa* were planted on an experimental bed at the Moscow Pedagogical State University. The *Trachycarpus* was covered with two layers of white spunbond and sawdust, just like at the previous experiment. The *yucca* was covered with a single layer of spunbond. Winter temperatures in the winter experienced by these plants dropped to -27°C . The palm tree lost all its leaves, but the growth zone survived, so this palm tree recovered during the growing season. And *yucca* wasn't hurt at all.

The species that were chosen for introduction are promising, which is confirmed by the experiments described above. Many of them may in the near future become agricultural species that will be freely cultivated in Central Russia. This will definitely contribute to the development of science and economy of the country, as well as to the conservation of rare plant species. The author also plans to create a scale for assessing the prospects of plant introduction, to predict more accurately the success or failure of the introduction of a particular plant species.

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В статье затрагивается вопрос интродукции некоторых теплолюбивых видов растений в условиях средней полосы России. Описывается проведенный автором эксперимент и называются конкретные виды растений, хорошо зарекомендовавшие себя в процессе интродукции. Приводится агротехника их выращивания и перспективы дальнейшего использования.

К содержанию

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PROMISING CHEMISTRY OF THE 21st CENTURY

Chemistry is a social science. Its goal is to meet the needs of every person and the whole society. Many of humanity's hopes are turned to chemistry. Molecular biology, genetic engineering and biotechnology, and materials science are fundamentally chemical sciences. Humanity expects new materials with magical properties, new sources and accumulators of energy, new clean and safe technologies from chemistry.

The chemical industry has been actively developing over the past decade. On the one hand, production technologies have become more accessible, on the other – the fields of application of chemical products are constantly expanding, which means that demand is growing. In this regard, the labour market has formed a request for chemical scientists.

The chemical industry in the modern world is a binder for all industries. Without it, the development of space and machine-building technologies, the creation and production of new building materials is impossible, progress in the field of pharmaceuticals and healthcare is unthinkable. Therefore, chemistry is involved in solving the global challenges facing humanity in the 21st century.

Innovations of modern chemistry are the following:

1. Creation of new energy-efficient batteries. They are high-capacity batteries, fundamentally new solar cells capable of operating in different geographical latitudes, and other developments for alternative energy.

2. Chemistry is the basis for the pharmaceutical industry. Chemists are actively involved in the creation of fundamentally new drugs to combat resistant oncological diseases and targeted (getting exactly to the place of the disease) drugs.

3. Chemistry is also involved in the processes of creating new materials for mechanical engineering, construction and transport industries, including aviation. The world is gradually switching to composite materials, which have unprecedented strength, flexibility, anti-corrosion and many other useful properties.

4. Chemistry plays an important role in maintaining ecological balance and improving production processes, sustainable development and, ultimately, in maintaining living conditions suitable for all beings on the planet.

If we look at what the Nobel Prizes in chemistry were awarded for at the beginning of the 21st century, we can see that the main expectation of the

world community from chemists reflects the centuries-old hope of people to live longer.

The most prestigious prize in the field of science was awarded for the creation of catalysts for redox reactions. In 2001 they were used in the industrial synthesis of new drugs and biologically active substances.

In 2003 the Nobel Prize in chemistry was also associated with the science of life. It was awarded for the discovery of channels in cell membranes. Scientists found out how water and salts got inside a living cell and were removed from it after processing. As a result, a huge step forward has been made in the treatment of diseases of the kidneys, heart, muscles and peripheral nervous system.

In 2005 the Nobel Committee noted the scientists who created organic synthesis catalysts, which made it possible to further synthesize the rarest natural medicines on an industrial scale.

In 2008 biochemists learned how to use green fluorescent protein, a substance that allowed them to observe many subtle structures and complex processes in living cells and organisms. The protein was isolated from jellyfish.

In 2002 the award was given to the developers of methods of mass spectrometric analysis of biological macromolecules, in particular, for determining their three-dimensional structure in solutions. Scientists were able to see the structure of protein molecules in 3D and understand how they work in the cells of living organisms.

In 2004 the prize was awarded for a discovery in the field of life science: the process of utilization of spent proteins by the body.

In 2006 the prize was awarded to chemists for a breakthrough discovery in the field of transmission of genetic information. Scientists accurately described the transfer of data from a DNA molecule – 1 storing hereditary information to an intermediary molecule – informational RNA. Thanks to these studies, it became clear how, from a chemical point of view, the transfer of genetic information from genes to the corresponding cell structures responsible for protein synthesis took place.

In 2009 a living cell was again in the focus of chemists' attention. The Nobel Prize in chemistry was awarded for research on the structure and function of the ribosome, which read information from DNA.

Prospects for the development of chemistry in the 21st century are the following:

1. Computer chemistry – an experiment is conducted on a computer, after which it is decided whether to conduct it in life.
2. Chemistry of nanomaterials – chemistry for microelectronics.
3. Supramolecular chemistry which considers the organization of large molecular structures into ordered “tertiary” structures.

There are also numerous debates about the possible ways of the origin of life from inanimate matter. For fundamental chemistry, the crucial task of the 21st century is the creation of artificial systems that reproduce the functions of natural photosynthesis.

4. Applied chemistry – mastering well-controlled methods of synthesis of biologically and physiologically active substances.

In the 21st century, a revolutionary event for the earth's civilization will take place: the transition to non-traditional types of energy and energy carriers for the twentieth century will largely take place. Not only refined petroleum products, but also synthetic motor fuels will be required as mass fuels. At the same time, it is expected that the 21st century will become the time of hydrogen as a universal and environmentally friendly energy carrier. Hydrogen will be used everywhere to generate electricity in highly efficient fuel cells and other, as yet unconventional energy conversion systems.

In the future many tasks of applied chemistry will also have to be solved. Thus, coherent laser radiation has not yet found wide application in chemical technologies. Serious breakthroughs in the creation of new structural materials, especially new types of polymers and ceramics, are inevitable. Big breakthroughs are expected in the chemistry of silicon and other semiconductor materials.

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Статья посвящена таким инновационным направлениям химии XXI века, как молекулярная биология, генная инженерия, биотехнология и материаловедение.

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CARACTERÍSTICAS DE LA COMUNICACIÓN ESPAÑOLA EN LAS REDES SOCIALES E INTERNET

La comunicación a través de las redes sociales se ha convertido en una parte fundamental de nuestra vida cotidiana. En tiempos de pandemia y soledad, la gente tiene una necesidad especial de comunicación en Internet.

La relevancia de este estudio se debe al desarrollo de la comunicación por Internet y su impacto en todos los aspectos de la vida. Por lo que es necesario estudiar nuevas formas de comunicación.

Se fijaron varios objetivos: 1) Definir el término “comunicación en Internet”; 2) Analizar los medios sociales en español.

El objeto de estudio es el lenguaje de la comunicación en Internet. El tema es las peculiaridades lingüísticas de la comunicación en Internet en español. Para el material del artículo han servido los textos de las redes sociales más extendidas en España: Facebook, Instagram y Twitter.

La base teórica de la investigación se basa en los trabajos científicos de lingüistas nacionales y extranjeros (I. N. Rozina, E. I. Goroshko, S. A. y otros).

Según E. I. Goroshko, en los últimos tiempos se está produciendo cada vez más comunicación en Internet: está surgiendo un nuevo medio de comunicación, un espacio comunicativo especial. Esto tiene un impacto en la lingüística de Internet [1].

En la comunicación por Internet, los canales de Internet son un medio de este tipo. I. N. Rozina considera que la comunicación en Internet es el uso que hacen las personas de los mensajes electrónicos (a menudo multimedia) para construir conocimiento y comprensión en una variedad de contextos y culturas [2].

De todas las diferentes formas de comunicación en Internet (mensajes de voz, archivos de vídeo, documentos, correos electrónicos), la principal forma de comunicación es la escrita.

Facebook, Instagram y Twitter tienen estas características:

- 1) un deseo de economía en la presentación de los contenidos, que lleva a cometer faltas de ortografía y gramaticales;
- 2) uso activo de contenidos de vídeo y audio;
- 3) la tendencia a ilustrar gráficamente las emociones humanas
- 4) el abuso del uso de palabras abreviadas y acrónimos;
- 5) préstamos directos del vocabulario más usual de la lengua inglesa.

Existe una clasificación del material lingüístico por niveles de lengua según tres características: 1) ortográfica; 2) gramatical y 3) léxica. En nuestro estudio hemos recurrido a la clasificación que proponen los lingüistas españoles A. M. Rueda y A. P. Alamán [3].

Durante el proceso de investigación se observaron las siguientes características de la ortografía española en los medios sociales:

1. Sustitución de “ch” por “x”. Este grafema también se utiliza para sustituir a la preposición “por”. Por ejemplo, “es x eso” es idéntico a “es por eso”, “mandixo” en lugar de “me han dicho”.

2. el uso de “k” en lugar de “qu” antes de las vocales /e/ y /i/. Por ejemplo: “a ke ora quedamos” (¿a qué hora quedamos?).

3. omisión de algunas vocales en palabras de uso frecuente, por ejemplo: “¡pasalo bn y disfruta!” (gastarlo bien y disfrutarlo).

4. Omisión de la letra “h” al imitar palabras habladas en las que no se pronuncia. Por ejemplo: “aora” (ahora).

5. El uso repetido de las vocales para transmitir el discurso hablado.

Por ejemplo: ¡Manooooo! Graciaaaaas, besoooooos. Esto se ve a menudo en Facebook e Instagram, donde la comunicación se refuerza con fotos y vídeos.

6. Imitaciones de la risa y otras emociones. Por ejemplo: jajaja.

Entre los aspectos léxicos se encuentran los siguientes:

1. uso activo de la jerga y las expresiones de argot que expresan una comunicación amistosa. Por ejemplo, molar. A menudo estas expresiones se utilizan para expresar sorpresa y alegría. Por ejemplo: “¡Felicidades feoooo!”.

2. Los usuarios actuales son muy creativos. A menudo se añaden sufijos diminutivos a las palabras: -on, -ote, -illo, -ito, por ejemplo: falsote, grandullón.

3. uso activo de “super-”. Por ejemplo: supermutuo, super bien, super interesante.

4. El uso de la metáfora. Normalmente se compara a una persona con un animal, una planta o un personaje de una novela, película, serie o cómic popular. Por ejemplo: mona, lila, etc.

5. Palabras prestadas del inglés. Por ejemplo: felicitaciones. Las palabras prestadas no sólo se utilizan solas, sino que también pueden integrarse libremente en una frase en español. Por ejemplo “Hello a toda tu familia”.

Cabe señalar que los anglicismos se toman prestados directamente (kiss, love, thanks), es decir, tal y como existen en la lengua inglesa.

El uso de anglicismos es más característico de Instagram. La fuerte influencia del inglés y de los usuarios anglófonos explica este fenómeno en español.

A resultas de este artículo, se han formulado las siguientes conclusiones:

1. Se ha establecido que el término “comunicación por Internet” se refiere a la interacción de las personas y su contenido es el intercambio de información a través de los canales de Internet.

2. Hemos analizado la ortografía, la gramática y el vocabulario básico de la comunicación en las redes sociales españolas. Descubrimos que todas estas redes sociales se caracterizan por una tendencia a reducir el tamaño de las palabras y a cometer errores intencionados para simplificar la comunicación.

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В статье раскрываются аспекты коммуникации на испанском языке в социальных сетях. На примере таких платформ, как Facebook, Twitter и Instagram, рассматриваются слова и выражения, а также специальные сокращения слов и акронимы, наиболее часто используемые в неформальной речи испаноговорящего населения планеты.

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LA ECONOMÍA CIRCULAR Y SU PAPEL EN LA SOLUCIÓN DE PROBLEMAS GLOBALES

La globalización de la economía mundial ha tenido muchos efectos positivos socioeconómicos en el mundo, pero también ha agravado los problemas mundiales, entre ellos la escasez de recursos, en particular de fuentes de energía, la contaminación y la protección del medio ambiente. La comunidad mundial ve una salida de esta situación en la introducción de una economía circular. El objetivo de este estudio es examinar la historia de la economía circular y su papel en la solución de problemas globales.

La idea de la economía circular ya aparece en el libro de Pearce y Turner (1989) sobre Economía de los Recursos Naturales y del Medio Ambiente. De hecho, el capítulo 2 del libro lleva por título “La economía circular”. Esta

idea ha ido adquiriendo cada vez más importancia, no sólo en el ámbito académico sino también en los ámbitos político, económico, empresarial y social. Actualmente la economía circular está siendo implementada en el mundo real en muchos ámbitos y lugares diferentes, y el recorrido que tiene por delante es inmenso.

¿Qué se entiende por economía circular? El modelo económico lineal, vigente hoy en día, consistente en “tomar, hacer, tirar”, que confía en la disposición de grandes cantidades baratas y fácilmente accesibles de materiales y energía, además de medios baratos para deshacerse de lo que ya no interesa que ha estado en el corazón del desarrollo industrial y ha generado un nivel de crecimiento sin precedentes, está alcanzando sus límites físicos. Tal modelo no es sostenible. Una economía circular es una alternativa atractiva y viable que en el ámbito empresarial ya se ha empezado a explorar.

Una economía circular es reconstituyente y regenerativa por diseño, y se propone mantener siempre los productos, componentes y materiales en sus niveles de uso más altos. El concepto distingue entre ciclos biológicos y ciclos técnicos. Tal como fue previsto por sus creadores, una economía circular es un ciclo de desarrollo continuo positivo que preserva y aumenta el capital natural, optimiza los rendimientos de los recursos y minimiza los riesgos del sistema, gestionando stocks finitos y flujos renovables. Funciona de manera efectiva a cualquier escala. Estos son los principios en que se apoya una economía circular

Principio 1. Preservar y aumentar el capital natural, controlando los stocks finitos y equilibrando los flujos de recursos renovables.

Principio 2. Optimizar el rendimiento de los recursos, circulando siempre productos, componentes y materiales en su nivel más alto de utilidad, en los ciclos técnico y biológico.

Principio 3. Promover la efectividad del sistema, haciendo patentes y proyectando eliminar las externalidades negativas.

Tal como se señala en Area Económica Europea, la transición a una economía circular requiere cambios fundamentales en muchas áreas diferentes del sistema socio-económico vigente. A continuación se identifican algunos de los factores instrumentales técnicos, económicos o sociales más importantes que guían y aceleran el proceso de transición. Estos factores son modelos innovadores de negocio. Estos modelos son siguientes:

- Sistemas productos-servicios. Un sistema productos-servicios consiste en una mezcla de productos tangibles y servicios intangibles, diseñados y combinados de manera que, conjuntamente, sean capaces de satisfacer las necesidades finales del consumidor;

- Segunda vida de materiales y productos. La segunda vida de materiales y productos funciona cuando una compañía puede recuperar y reacondicionar, de manera eficiente, sus productos después de su uso, y entonces poner los

mismos productos en el mercado para obtener de esta manera un segundo o tercer ingreso.

- Transformación de producto. No todos los productos pueden ser reacondicionados en su totalidad, pero la mayor parte de productos tiene ciertos componentes que tienen un alto valor. Con el diseño adecuado y capacidades de reelaboración, pueden ser puestos juntos para formar nuevos productos;

- Reciclaje 2.0. La innovación en tecnología de reciclaje (Reciclaje 2.0) está evolucionando rápidamente y hace posible la producción de bienes de alta calidad con resultados fantásticos en cuanto a sostenibilidad.

- Consumo colaborativo. El consumo colaborativo (o economía colaborativa) se define como una interacción entre dos o más personas, a través de medios digitalizados o no, que satisface una necesidad real o potencial de alguna (o algunas) de ellas. Por ejemplo, las plataformas digitales establecen un marco en el que los usuarios pueden interactuar entre ellos en la misma plataforma. El ejemplo más famoso es Airbnb. Airbnb es un servicio online que pone en relación a gente que busca alquileres vacacionales con anfitriones que acogen y tienen espacio. Hoy día tiene más de 200.000 entradas en más de 191 países y más de 26.000 ciudades.

Así, podemos concluir que la economía circular existe como una alternativa al modelo de producción lineal. La economía circular es una de las prioridades del desarrollo sostenible y cuenta con el apoyo de la ONU. Hay muchos modelos innovadores de negocio que ayudan a introducir la economía circular a escala nacional.

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Рассматривается история возникновения циркулярной экономики, принципы, на которых она базируется, а также описываются примеры моделей ведения бизнеса, созданные для внедрения циркулярной экономики.

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FOREIGN LANGUAGES AND THE MODERN WORLD

The 21st century is the century of post-industrial (information) society. This has been made possible by a number of factors, including but not limited to the amateur studies of foreign languages all over the world. According to Professor Daniel Bell's study of post-industrialism, there are certain features of information society: 1) the supremacy of knowledge (but not property); 2) the rapid advance of intellectual technologies; 3) transition from goods production to provision of services; 4) the growth of a number of knowledge bearers. Contrary to industrial society presenting entrepreneurs, businesspersons, industrial factory headmasters and superintendents as paramount figures, nowadays the so-called "new people", the future of the humankind's civilisation, are scholars, scientists, mathematicians, economists and other representatives of intellectual technologies. In its turn, Daniel Bell points out three social classes in the society of the future: 1) creative elite of scientists and higher professional administration; 2) middle class (engineers, researchers); 3) mental labour proletariat (technicians, assistants, junior staff members, and demonstrationists) [1]. Undoubtedly, it is impossible nowadays to imagine all these occupations without a mandatory requirement of knowing at least one foreign language, bearing in mind the one that became disseminated around the globe a long time ago – the English language. Numerous columnists and bloggers have already remarked a bunch of times that an employer would almost certainly prefer a specialist with the knowledge of at least one foreign language to those who, unfortunately to them, do not possess the identical skills at all. Correspondently, the amount of outlandish languages a person knows might affect the destiny of employees in case of sudden redundancy. So, most of the time knowing a foreign language is about following the money and successful career.

It is worth mentioning that lots of prestigious universities and colleges from all the corners of Earth currently require a level of English no lower than C1 (according to Common European Framework of Reference). It means that if an enroller would like to apply for Cambridge University, they are supposed to have a certificate proving their level is at least C1 (Advanced English), i.e. the mark for an IELTS (that stands for "International English Language Testing System" – a British-Australian counterpart of American TOEFL, which stands for "Test of English As A Foreign Language") exam must be no less than

7.0 points. However, those whose knowledge levels off a little bit lower have no reason for disappointment, because level B2 (Upper-Intermediate English) is, to the point, pretty enough to get a visa to the United States, United Kingdom or other countries of the British Commonwealth. Overall, there are three types of English exams: common, academic and professional, which are necessary for getting a visa to the country of destination, attending a respectable university or college abroad, and applying for a good profitable job in international companies, which is considered to be a true bargain, respectively.

To cite the words said by Nelson Mandela, “If you talk to a man in a language he understands, it goes to his head. If you talk to him in his language, it goes to his heart”. The great thing about languages is that, other than being a form of communication, they also serve as a means of relating to others on a cultural level. “Language conveys information, but it also connects cultures,” explains Robert Friedman, Dean of the College of Humanities and Social Sciences at Montclair State University. Another citation of Robert Friedman is “The more familiar one is with languages, the easier it is to understand the cultural contexts that shape the information, ideas, beliefs and customs that one encounters when interacting with people throughout the world”. The author of the article signs off on this standpoint.

According to “**National Science Foundation: Science and Engineering Indicators 2019**” the USA is the top-second country with 422,808 created articles in 2019, that is why it’s considered justified to rely upon American statistics thus attempting to display tendencies taking place in America worldwide [5]. In accordance with Inside Higher Ed, the ability to speak a modern language gives graduates a competitive edge over others as the demand for bilingual workers in the US continues to rise. In addition, as more business leaders and corporations reach out to global audiences and markets, the importance of knowing another language comes in handy for graduates seeking a job. Many organisations need individuals who can work in a culturally diverse environment, but also boast strong skills in a modern foreign language. Although English deservedly remains the “universal language” of the world, the emergence of developing economies such as Brazil, Russia, China, India, South Korea and Saudi Arabia has encouraged more students to study a new language to prepare them for future success. Corporations continue to expand their markets beyond borders, so advanced language skills are valuable in sales, marketing, supply chain management or any position that supports the sustainability of a commercial operation. Ipso facto, Business English exams could be extremely useful for students and employees tending to get a job in transnational corporations.

Montclair State University located in New Jersey, US, is a great example of the modern university that values multiculturalism enabled with the help of tutoring and learning foreign languages. With its location in one of the most densely populated states in the US, Montclair State students benefit from the unique opportunity to meet and interact with other international scholars within the community, allowing them to bolster their language expertise as they expose themselves to a brand-new culture and heritage. Part of what makes this institution so appealing as a language study destination is its multicultural community and environment, both within the classroom setting and further out into the big city. Moreover, beyond the controversy, it is no surprise as America is a country of immigrants from all over the world, especially from different European nations.

Half of the success is also about finding and selecting a good tutor with necessary credentials. Although time is still money, many people stumble upon incompetent and unskilful teachers and waste so much of this valuable resource. The big difference between working with freelancers and teachers employed in linguistic schools everyone should be aware of is the veracity of the tutor's competency since in case of any linguistic school the employer signs a contract only with a competent and educated employee, as a warranty of their being skilful and helpful certified specialists by default. As for freelancers, a person has to verify the education of the teacher on their own, and, apparently, it is always risky to encounter an ignoramus or an easy-rider, fraudster, etc. Conventionally, legal entities are in a way trustable and reliable, though, the author of the article once stumbled upon an unscrupulous linguistic school (which won't get advertisement in this article) luring students with a native English speaker who had already gone back to Britain by the time the author signed up in there, and the site of the school still has contained the information saying "Classes with native speakers are available".

More and more foreign language educators urge the language teaching profession to take up the challenges of peace education, of education for human rights, of education for the environment, and, most recently, of education for language rights in a report prepared for UNESCO. There are two perspectives of English teaching: the outward and inward points of view. The author would like to emphasise the second one. It focuses on the relationship between language learning and cultural studies. Foreign language learning implies and embraces culture learning. Foreign language educators and teacher trainers have to be aware of this relationship and suggest ways in which it may be reflected in English language teaching curricula and methods. For example, among other things, Friederike Klippel from Germany raised this issue in 1994 [4]. A great number of disciplines have tackled aspects of culture and cultural learning,

which accounts for the differences in emphasis and attitudes, but also renders the field so fascinating. Cultural learning in the foreign language classroom touches upon three spheres: empathy and understanding, knowledge, and communicative skill. A foreign language course, which incorporates all three aspects, facilitates developing intercultural competence and is likely to be an enriching experience. However, there are different notions of what exactly the learners should be able to do as interculturally competent individuals. Julia Kristeva points out that we are all foreigners in the multinational and multicultural societies of today, no longer united and protected by a common philosophy and religion, dependent on our very personal moral code in our encounters with the others [3]. When we meet “the Other”, a foreigner, we are reminded of the unknown, the alien part within ourselves. It is the task of foreign language teacher training, mainly at universities, to establish courses of study to prepare students for this kind of English language teaching. Intercultural aspects and their didactic application deserve to be given room in teacher training if the world wants the next generation to learn English at school in a wider intercultural context [2].

It goes without saying that only after we come into contact with a foreign language, do we experience the need to analyse our own, which means to delve into what we put into the words and phrases that we pronounce. With the study of a foreign language, one way or another we have to differentiate between words and thoughts, pay attention to our native language. A foreign language that is alien to us awakens our native language and makes the thought work, to be clearer, more accurate and complete. Despite different approaches existing to English and other language teaching and learning, the crux of the matter is no matter how, when or where they do it, people should learn a foreign language for pleasure and, most importantly, in favour of themselves.

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В настоящее время невозможно представить ни одну сферу деятельности человека без знания хотя бы одного иностранного языка. Автор раскрывает значение английского языка в современном мире.

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THE ROLE OF MASS MEDIA IN THE MODERN SOCIETY

The mass media is a set of bodies for the public transmission of information by means of technical means. Under the mass media, it is customary to understand social institutions that ensure the collection, processing and dissemination of information on a massive scale. This is a key part of a person's social life. With the help of mass media, modern society receives a huge amount of information. At the same time, obtaining reliable timely information is of great importance. The mass media have an impact on a person and society as a single organism, since they cover all spheres of society's life. The media is often referred to as the fourth power. In this regard, a number of restrictions are often imposed on the disseminated information. Mass information is intended for a numerically large, geographically dispersed audience and is characterized by speed and regularity of distribution.

The purpose of this article is to clarify the role of mass media both for an individual and for the entire civil society as a whole, while considering the main functions of mass media. In the course of the study, the emphasis falls on how the information of the mass media is perceived by a person.

At a certain stage of social development, such a social institution as the mass media appeared to meet the needs of people in communication. Modern mass media have the following features: mass character; frequency, which should not be less than once a year; compulsion: the presence of one source of information – many listeners [2, p. 3].

Mass media include newspapers, magazines, radio, television and online publications. It cannot be argued that traditional forms of mass media are

gradually disappearing. They exist on a par with new species. Their number is constantly updated.

Mass media perform a number of functions. These include informative, ideological, cognitive, entertainment, educational, advertising. The informational function consists in the fact that the mass media are designed to inform the audience about the events and living conditions of the world as a whole. This function is of the greatest importance for modern society. The information must be constantly updated, this is ensured by the regular publication of both printed publications and electronic articles on the Internet. With the help of this function, the satisfaction of people's need for information is ensured. It is of great importance to receive information about important economic and political events in the world that directly affect the life of every member of society. Also important is the satisfaction of private needs in obtaining information about the cultural or scientific life of society, as well as its other kind [2, p. 4].

Also, the role of the mass media is expressed in the ideological function. This function means that the events taking place are presented through the prism of certain cultural values and political guidelines. Thanks to the analysis of concrete facts of current economic and political information, the mass media form value orientations of public consciousness.

The cognitive function of mass media is that the language of mass media creates a certain picture of the world [2, p. 4].

The entertainment function is that the mass media can be a form of leisure, that is, they allow people to fill their free time, get emotional discharge. The educational function of the mass media is represented by the dissemination of various kinds of knowledge to large audiences. It educates people, gives a possibility to learn something new. This may be knowledge related to various fields of science.

The advertising function is associated with influencing a large audience to convince them of the need to purchase certain goods. Offering information about goods and services, advertising helps consumers to make a choice, forms a culture of consumption. But it can also do harm by imposing goods and services that do not correspond to the actual needs of the "consumer", forming excessive and false needs. By linking consumption standards with the nature of lifestyle, advertising thereby performs ideological functions. Mass media influences the way people dress, eat, communicate and many other parts of our lives. It can often make people change their views on different matters. Millions of people watch TV every day, listen to the radio in cars, read newspaper and magazines. Everyone finds something interesting through means of media.

In the modern world, the role of mass media in international relations is constantly increasing. Global mass media are able to select information and

thereby influence the policy of States. Large media corporations have more power of influence than some states. The mass media is a sign of an open democratic society [1, p. 15].

Thus, the mass media are of great importance in modern society. At the same time, global mass media have a huge sphere of influence on the public due to the selection of information. Mass media have different types of expression. It can be both newspapers, radio, and online publications. All of them have a certain significance and influence on the world community. Newspapers, radio and especially TV inform people of what is going on in the world and give them wonderful possibilities for education and entertainment. They also influence the way people see the world and shape their views.

It should also be noted that the mass media have various functions that contribute to the development of the consciousness of readers and listeners. They can increase interest in certain important events. For example, political or economic events, as well as cultural and scientific phenomena. So the mass media have now become an integral part of human life.

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В статье рассматривается роль средств массовой информации в современном обществе, их сферы влияния на мир в целом. Автор выделяет главные функции средств массовой информации, а также раскрывает их основные характеристики. Особое внимание уделяется тому, как информация, представленная средствами массовой информации, воспринимается людьми.

К содержанию

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COMPARACIÓN ENTRE EL PARQUE NACIONAL “LOS LAGOS DE BRASLAU” Y EL “NARACHANSKY”

La República de Belarús es un país que cuenta con una naturaleza increíble y accidentes geográficos fascinantes. Sobre todo, el país es famoso por sus bosques y turberas por eso lo llaman “los pulmones de Europa”. En medio de los bosques tranquilos y entre los campos espaciosos brillan las aguas cristalinas de los lagos. En Belarús los hay unos de 11.000. La mayor concentración de los lagos se encuentra en el noroeste de la República, donde se ubican dos parques nacionales: “Los lagos de Braslau” y el “Narachansky”.

El objetivo del próximo informe es analizar las principales diferencias entre el parque nacional “Los lagos de Braslau” y el “Narachansky” y determinar la competitividad de acuerdo con sus características distintivas.

El parque nacional “Narachansky” se encuentra en el territorio de tres regiones de la República de Belarús. Abarca el noroeste de Minsk, el oeste de Vitiebsk y el norte de las regiones de Hrodna. En total, el parque nacional “Narachansky” ocupa más de 97 mil hectáreas. El centro administrativo del parque natural se estableció en la zona turística del pueblo de Naroch [3].

La diversidad natural de la región de Naroch se debe al retroceso del glaciar Valdai, que ocurrió hace unos 15 mil años. Fue durante ese período cuando aparecieron numerosos lagos. El parque nacional “Narachansky”, donde hay 43 de ellos, así como varios ríos, está cubierto de bosques vírgenes. Los grandes cursos de agua que pasan por el territorio del parque son el Nioman y el Dzvina Occidental. De los pequeños ríos se pueden observar el Strachu, el Narachanka, Uzdzianka y el Svritsa. En los bosques locales habitan animales raros, y el mundo vegetal diverso se desarrolla libremente. Toda esta riqueza está bajo la protección del estado [3].

Uno de los lugares más bellos y únicos de Belarús es el parque nacional “Los lagos de Braslau”. El parque incluye la parte sur de la comarca de Braslau con los principales pantanos y bosques. La superficie total del parque nacional es de 71.500 hectáreas. Un 17 % de su territorio está ocupado por lagos y los bosques cubren el 46 % de la superficie [2].

En el territorio del parque nacional se puede ver una serie de espectaculares monumentos de la naturaleza, historia y cultura: pronunciadas formas de relieve glacial, islas de los lagos, grandes rocas, montañas, colinas y edificios emblemáticos que atraen a los excursionistas [2].

“Braslavskae Paazerye” es conocido como el “collar azul” belaruso, y es un lugar ideal para el turismo ecológico. En el parque nacional “Los lagos de Braslau” se encargan de conservar la naturaleza.

A continuación, en la tabla, veremos las principales diferencias en los datos de los parques nacionales:

Criterio de comparación / Nombre del parque	Parque nacional “Narachansky”	Parque nacional “Los lagos de Braslau”
Clima	Templado continental, según el Centro Hidrometeorológico Republicano, la temperatura media constante del aire es de +5,3 °C con una máxima absoluta de +33° C y una mínima absoluta de -34 °C	Templado continental, el verano aquí es corto, la temporada de baños dura de julio a finales de agosto. A finales de noviembre / principios de diciembre, los lagos de Braslau se hielan, el hielo se derrite a fines de marzo
Situación geográfica	El parque cubre la parte noroeste de la región de Minsk, la parte occidental de Vitiebsk y la parte norteña de la región de Grodno. Las ciudades más cercanas son Miadel, Vileyka, Maladzechna	El grupo de los lagos Braslau se encuentra en el noroeste de Belarús, cerca de la frontera con Lituania y Letonia, a unos 250 km de Minsk. Ciudades cercanas: Braslau, Sharkovshchina
Lagos	El Narach (el lago más grande belaruso), Míastro, Batorino y el Palednae.	El Dryviaty, Nespish, Strusto, Snudy, Diversión, Voiso, Voloso Norte y Voloso sur, Babier, el Abeto Grande y el Pequeño, Tonto, Medzvedna, Voity, Bahinsky, Largo, Albenousky, Alto, Zagornae
Tipos de turismo	<ul style="list-style-type: none"> ● Turismo ecológico ● Turismo de salud ● Turismo de información turística ● Turismo deportivo ● Turismo rural 	<ul style="list-style-type: none"> ● Turismo ecológico ● Turismo de bienestar ● Turismo de información turística ● Turismo deportivo ● Turismo rural ● Turismo de eventos

Actividades turísticas	<ul style="list-style-type: none"> ● Segar heno ● Pastorear ● Recoger setas y bayas ● Pescar ● Senderismo ● Ciclismo 	<ul style="list-style-type: none"> ● Pesca ● Caza ● Senderismo ● Ciclismo ● Marcha nórdica ● Rafting ● Paseos en catamaranes ● Camping
Eventos	—	Festivales “Viva Braslau”, la Noche de los Museos, la Espada de Bryachislau, la Manzana rescatada en Sharkovshchyna
Infraestructura	<ul style="list-style-type: none"> ● Complejo hotelero “Naroch”; ● Casas de huéspedes; ● Balneario “Narach” ● Balneario “Narachansky Bere” ● Balneario “Sputnik” ● Balneario “Priozerny” ● Balneario “Pino”, ● Centro educativo y de bienestar para niños “Zubronak” 	<ul style="list-style-type: none"> ● 77 paradas turísticas, ● 4 centros recreativos, ● Agroturismo y complejos rurales, ● Club ecológico, ● Club nocturno “Red”
Senderos ecológicos	<ul style="list-style-type: none"> ● Lagos azules (de 4 y 7 km); ● Península de Pecíolos (parque de plantas raras) 	<ul style="list-style-type: none"> ● Sendero ecológico “Faro de Montaña”; ● Sendero ecológico “Slobodkovskaya ozovaya cresta”; ● Sendero ecológico “Parque Belmont”; ● Ruta turística “Rog de base turística”; ● Ruta “Istrichesky” (35 km); ● Ruta “Bici divertida” (21 km); ● Ruta “Alrededor del lago” (60 km)
Valoración en Tripadvisor	4.5 [1]	4.5 [1]

De acuerdo con la tabla, se puede concluir que en ambos parques, el principal atractivo para los turistas son los tipos de paisajes boscosos y el clima húmedo. La lejanía de la zona de Chernobyl indica un bajo grado de contaminación por la radiación y un alto nivel ecológico del medio ambiente natural.

La mejor época para visitar los parques es el verano. Además, en el parque nacional de los lagos de Braslau, los períodos de otoño y primavera gozan de demanda para pescar y cazar, mientras que el parque nacional “Narachansky” tiene la base más grande de balnearios en la República de Belarús, que también son muy demandados durante esta época.

En cuanto a la infraestructura, el parque “Narachansky” se distingue notablemente por una gran cantidad de balnearios y centros de bienestar. El parque de los lagos de Braslau ofrece más oportunidades para el turismo ecológico y de eventos individuales, ya que cuenta con más rutas ecológicas tanto para caminatas como para paseos en barco, y la oferta de la infraestructura hotelera es más personalizada.

Vale la pena señalar que los visitantes estiman que ambos parques nacionales son bastante concurridos. Sin embargo, en el popular sitio de reseñas de Tripadvisor, puede ver que la demanda entre los usuarios de Internet del parque “Los lagos de Braslau” (42 reseñas) supera a la del parque nacional “Narachansky” (11 reseñas) [1]. Esto se debe al hecho de que la afluencia de turistas a “Los lagos de Braslau” es mayor gracias a muchos eventos que se celebran en el municipio de Braslau.

Por lo tanto, los autores del informe han llegado a la conclusión de que el parque nacional “Los lagos de Braslau” promueve más el turismo individual, ambiental y de eventos. El parque nacional “Narachansky” goza de una alta demanda entre los amantes del turismo terapéutico y de salud. El público objetivo de ambos parques son personas de todas las edades que quieren explorar la naturaleza y optan por el turismo ecológico. Miles de turistas veranean a las orillas del Narach y los lagos de Braslau cada año. Los dos destinos siguen siendo los líderes en turismo vacacional, de bienestar y ocio de la República de Belarús.

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В статье приводится анализ двух национальных парков Республики Беларусь – Нарочанского и Браславских озер. Рассматриваются основные отличительные черты и особенности парков. Авторы определяют конкурентоспособность данных туристических дестинаций.

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CHEMISTRY OF LOVE

What is chemistry? Cambridge Dictionary gives several definitions of the word *chemistry* [1]. Students of chemistry know these meanings quite well: 1. “the scientific study of the basic characteristics of substances and the ways in which they react or combine” (*She studied chemistry and physics at college*); 2. “the basic characteristics of a substance and the ways in which it reacts or combines with other substances” (*A team of scientists has been studying the chemistry of the ozone layer.*) There is still one more meaning which is relevant to this study – “a quality that exists when two people understand and are attracted to each other” (*The sexual chemistry between them was obvious. Building a strong team requires paying attention to team chemistry.*)

There are a lot of chemicals in your brain and body when you are in love, as well as when you are engaged in a long-term commitment. Researchers have gathered a lot of evidence detailing the roles of various hormones and neurotransmitters that play integral roles in our love-based relationships [2–4].

This article aims to reveal the chemistry and chemicals behind the ability of people to have a good relationship.

Two of the hormones, estrogen and testosterone, play a role in our sex drive. These chemicals drive lust or sexual desire. And while testosterone has historically been thought of as a “male” hormone, it is found in males and females and is responsible for boosting the libido in everyone, regardless of their biological sex.

That initial feeling that comes with a potential love affair is often characterized by a racing heart, flushed skin and sweaty palms and is accompanied by dopamine and norepinephrine released by the body. Dopamine is thought to be the “pleasure chemical”, producing a feeling of bliss. Norepinephrine is similar to adrenaline and produces the racing heart and excitement. These two chemicals produce elation, intense energy, sleeplessness, craving, loss of appetite and focused attention [2].

The precise balance of these chemicals could shape a person’s personality and influence the type of people they are attracted to. While people with “active” dopamine systems tended to be reward-driven and impulsive, curious, energetic and mentally flexible. These people appeared to be attracted to people similar to themselves. People with more active serotonin systems tended to be conscientious rule followers who also leaned toward similar-minded partners.

But two groups of people seemed to be drawn to their opposites: highly analytical and competitive testosterone-dominant people who were often attracted to the “high-estrogen and oxytocin” types who tended to be nurturing, empathic and introspective [3].

Functional magnetic resonance imaging (fMRI) was used to watch people’s brains when they look at a photograph of their object of affection. The scans showed increased blood flow in areas of the brain with high concentrations of receptors for dopamine – associated with states of euphoria, craving and addiction. High levels of dopamine are also associated with norepinephrine, which heightens attention, short-term memory, hyperactivity, sleeplessness and goal-oriented behavior.

When it comes to sex, a hormone called oxytocin plays a major role. Oxytocin plays a critical role in everything from childbirth to breastfeeding, but it is also a crucial bonding component in sexual activity, erection, ejaculation, orgasm and more. The hormone oxytocin has been found to be “associated with the ability to maintain healthy interpersonal relationships and healthy psychological boundaries with other people” [4]. When it is released during orgasm, oxytocin helps initiate an emotional bond – the more sex, the greater the bond. Oxytocin is also associated with mother/infant bonding, childbirth, and breastfeeding. Vasopressin, a hormone, is another chemical that has been associated with the formation of long-term, monogamous relationships. Oxytocin and vasopressin interfere with the dopamine and norepinephrine pathways, which might explain why passionate love fades as attachment grows [4].

Endorphins, the body’s natural painkillers, also play a key role in long-term relationships. They produce a general sense of well-being, including feeling soothed, peaceful and secure. Like dopamine and norepinephrine, endorphins are released during sex; they are also released during physical contact, exercise and other activities. High endorphin levels are released during exercise, fear, love, music, chocolate eating, laughter, sex, orgasm, etc. Endorphins are associated with feelings of attachment and comfort. Endorphins are like opiates. They calm anxiety, relieve pain and reduce stress.

To sum up, love and attachment are ruled by the following biogenic amines: testosterone, estrogen, dopamine, norepinephrine, serotonin, oxytocin, vasopressin, and endorphins; they can be truly called chemicals of love.

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Статья посвящена химии любви. Показано действие химических веществ в мозге и теле человека, когда он влюблен или когда он находится в долгосрочных отношениях привязанности.

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FACE MASKS AND NANOTECHNOLOGY

The surgical face mask has become a symbol of our times. Triggered by the COVID-19 pandemic, the surge in demand for surgical masks and respirators has led to a global manufacturing rush. However, not all mask filter materials are suitable for all pollutants and pathogens since the contaminants in breathable air differ vastly in size. For instance, the SARS-CoV-2 virus has a size ranging from 60 to 140nm, smaller than bacteria, dust, pollen and other larger viruses.

That means that for masks to be effective against a particular pathogen or pollutant, the pore size of their filtering material needs to be smaller than the size of the droplets that contain the pathogen or pollutant. The use of nanotechnology seems have prospects in this respect. Nanotechnology is the manipulation of matter on a near-atomic scale to produce new structures, materials, and devices.

This article aims to describe the typical surgical face mask, how it works as well as the prospects of using nanotechnology in their manufacturing.

While face masks for pollutants are intended to protect the wearer from airborne particles, the primary role of face masks during the COVID-19 pandemic was to protect others from the droplets and particles the mask wearer breathes, coughs, or sneezes out.

A 3-layer surgical mask has been commonly used in the COVID-19 pandemic. This mask is made up of 3 different layers of nonwoven fabric with

each layer having a specific function [1]. The outermost layer is waterproof and helps to repel fluids such as mucosalivary droplets. The middle layer is the filter, which prevents particles or pathogens above a certain size from penetrating in either direction. The innermost layer is made of absorbent materials to trap mucosalivary droplets from the user. This layer also absorbs the moisture from exhaled air, thus improving comfort. Together, these 3 layers effectively protect both the user and the surrounding people by limiting the penetration of particles and pathogens in both directions.

Various parameters regulate filtration effectiveness, such as fiber diameter, porosity, and filter thickness. If the intended purpose is to filter out viruses, then the filtration material needs to be able to capture nanoscale particles.

As a result, there have been developed different mask styles and air filtration materials using various nanomaterials – nanofibers, nanoparticles, graphene, metal-organic frameworks.

For nanoscale filtration, various types of electrospun nanofibers (electrospinning typically generates fibers with diameters in the range of 50–100 nm) are by far the most used filter material. Filtering with nanofiber membranes is essentially performed through five collections of mechanisms: interception; inertial impaction; diffusion; gravitational settling; and electrostatic attraction.

Nanoparticles of metal and their compounds have gained huge attention as a potent antimicrobial agent due to their high surface-to-volume ratios compared with their bulky counterparts. Nanoparticles of silver compounds, copper, titanium dioxide, zinc oxide, and aluminum and aluminum oxide have been incorporated to various filters for antimicrobial properties. A synergistic antimicrobial performance is also revealed via their combination with other biocidal agents, such as carbon nanotubes [3].

Four major interaction phases have been identified as to how these metal nanoparticles exhibit antiviral properties:

1. The nanoparticles attach themselves to the virus, which disrupts the virus from attaching it onto a potential host cell.

2. Air flow causes slight ionization of the metal nanoparticle layer on the surface. When the nanoparticle contacts bacteria or viruses, it can rapidly oxidize the core material of bacteria or viruses by stimulating the generation of reactive oxygen species to realize the inactivation effect.

3. When contact occurs, metal nanoparticles can adhere to the membrane walls of the microorganisms, causing the denaturation and deactivation of the specific proteins on the surface of the bacteria or viruses.

4. They indirectly destroy the virus through activating the immune response of infected cells by simulating their nucleus – this inhibits the spread of the virus.

Graphene is another promising nanomaterial in the fight against airborne pathogens. Researchers have successfully produced anti-bacterial graphene masks with an efficiency of 80 %, which can be enhanced to almost 100 % with exposure to sunlight for around 10 minutes. However, the use of graphene in face masks is controversial due to potential health risks from inhaled graphene particles [2].

Metal-organic frameworks (MOFs) are a class of porous crystalline materials that are composed of transition-metal cations and coordinately bonded multidentate organic linkers. With high porosity, tunable pore size, rich functionalities, and good thermal stability, MOFs hold great promise as suitable candidates for air pollution filtration [2].

Global nanotechnology face mask database contains 65 commercial products [4]. They include nanofiber, nanoparticle and graphene-based mask filters. Researchers are constantly working to improve the performance of antiviral face masks by adding various functionalities such as metal nanoparticles and herbal extracts to inactivate pathogens, using graphene to make masks superhydrophobic, etc. To sum up, nanotechnology has significant potential in the fight against the pandemic when used in face masks.

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Описаны возможности применения нанотехнологий при производстве хирургических масок.

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TRES MEJORES FESTIVALES BELARUSOS

Si Usted consulta el calendario de todos los festivales que se celebran en la República de Belarús durante del año, comprobará que cada día en una de las ciudades del país se celebra un evento. Hay festivales para todos los gustos. He aquí tres mejores festivales porque son muy especiales.

1. El más turístico. El 18 de abril es el Día Internacional de los Monumentos y Sitios (ICOMOS) aprobado por la Asamblea General de la UNESCO en 1983 con el fin de dar a conocer la diversidad y la vulnerabilidad de nuestra herencia cultural, así como la necesidad de su protección y recuperación [1]. En la República de Belarús, esta fiesta se celebra con el “Festival de Guías” en abril.

La idea del Festival surgió en 2009 entre personas que adoran la historia de su tierra natal. Los guías prestan su atención a todo lo que crea la singularidad del país: rutas literarias, excursiones a los templos de varias confesiones, tours no solo por los majestuosos castillos y palacios monumentales, sino también por las pequeñas casitas rurales y mansiones en ruinas, viajes a pie y rutas en bicicleta.

Las personas con discapacidad visual y auditiva son bienvenidas en este evento: en el marco del festival se llevan a cabo los recorridos con el uso de los modelos audio táctiles.

Las excursiones durante el Festival son gratuitas. De esta manera los guías tratan de crear una fiesta para todos y abrir un camino hacia el patrimonio nacional.

La mayoría de las excursiones se realizan en Minsk, pero cada año los centros comarcales y regionales se suman al Festival. También hay visitas guiadas a los países vecinos.

En 2013, solo durante un fin de semana de la 5ª edición del evento, se realizaron 115 excursiones inusuales en 31 localidades de todo el país. En la lista de excursiones para la 10ª edición el Festival figuraron 300 visitas guiadas por toda Belarús y al extranjero. En Minsk ese año los turistas pudieron disfrutar de 100 excursiones nacionales. En 2018 el evento fue organizado por el Comité Belaruso del Consejo Internacional de Monumentos y Sitios (ICOMOS), la Asociación Belarusa de Guías e Intérpretes, la Agencia Nacional de Turismo y la “Fundación de la Cultura Belarusa” [2].

2. El más espiritual. Un 60 % de la población belarusa se considera creyente y un 40 % son ateos. La República de Belarús cuenta con 25 confesiones religiosas. La confesión cristiana más numerosa belarusa es la ortodoxa

(80–82 %), los católicos son 10–12 %, los protestantes – hasta un 10 %, también hay católicos griegos, musulmanes, hebreos y otros. Será por eso el papel tan importante juega el festival religioso.

El primer Festival “Dios Todopoderoso” tuvo lugar en la iglesia católica de la Asunción de la Santísima Virgen María de Mahiliou en mayo del 1993. Se celebra cada dos años con la participación de los coros y orquestas de Belarús, los países europeos, EE. UU., China, Brasil, Nigeria, Israel, Cuba y otros.

El programa del festival ofrece exposiciones, conferencias, congresos, talleres, conciertos de artistas famosos que interpretan la música religiosa y un concurso de solistas y coros de tres confesiones: ortodoxa, católica y protestante. En el 2019 en el marco del Festival fue organizado un acto benéfico para los niños con discapacidades graves “Corazón generoso”. En la plaza enfrente del centro diagnóstico se abrió la feria ortodoxa “Alegría”, dedicada al 30º aniversario del reestructuración de la diócesis de Mahiliou.

3. El más sabroso. La República de Belarús es un estado multiétnico donde al lado de los belarusos (más del 80 %) viven rusos, polacos, judíos, ucranianos, lituanos, en total, son representantes de unas de 140 nacionalidades.

Hay muchos pueblos belarusos que son conocidos en todo el país. Motol es una agrocuidad (más de 3,7 mil habitantes) de la provincia de Brest, quizás, el único lugar belaruso en el que el nombre de la ciudad está escrito en hebreo a la entrada. La ciudad mantiene su identidad conservando y desarrollando sus tradiciones culturales, etnográficas y gastronómicas. La conocida salchicha Motol es un ejemplo de ello.

El Comité Ejecutivo Regional de Ivanovo y el Consejo Rural de Motol desde el año 2008 se encargan de organizar el Festival Internacional “Motalskiye prysmaki” que ofrece a los numerosos invitados una buena oportunidad de conocer las tradiciones gastronómicas muy especiales del Polesie belaruso. El festival “Motalskiye prysmaki” que ya se ha convertido en una marca regional y se celebra aquí cada año en agosto, atrae a miles de participantes (de 10.000 a 20.000) e invitados para mostrar una vez más la riqueza de la creatividad dentro de la gastronomía, que es, de hecho, un valor histórico y cultural.

Aquí se ofrecen platos de la cocina judía y de nobleza polaca y lituana: longaniza casera, platos de ganso, lucio relleno, forshmak, estofado de ternera, pastel bobele (cazuela de patatas), pollo judío, chuletas de pescado, berenjena, setas rellenas, tocino, salcesón, col fermentada, pastel de manzana, dulces, miel y muchos más y nunca se olvidan de las tortitas de patata.

Desde su primera edición el Festival Gastronómico Internacional “Motolskiye prysmaki” reúne a los chefs creativos y grupos de los mejores cocineros no sólo de varias regiones belarusas, sino también de algunos países extranjeros. La comunidad judía de Pinsk participa tradicionalmente en la fiesta.

“En todo el mundo hay muchos centros turísticos que están cansados del gran número de turistas. Pero también hay pequeñas zonas rurales, y el futuro les pertenece. Motol es una de esas zonas. Y lo tenemos que cuidar mucho. El componente gastronómico forma parte de la cultura, y no cambia tan rápido como otros componentes”, dijo V. A. Klitsunova, presidenta de la Junta de la organización pública “Descanso en el pueblo” [3].

Estos tres festivales son los mejores porque guardan la idiosincrasia de Belarús y ofrecen un gran potencial para desarrollarlo en el futuro.

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В статье рассмотрены три фестиваля Республики Беларусь, которые могут заинтересовать туристов, поскольку отражают важнейшие аспекты жизни беларусов: историю, культуру, архитектуру, литературу, духовную музыку и национальную кухню. Автор определяет данные фестивали как обладающие наибольшим потенциалом в будущем.

К содержанию

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EL USO DEL PODER BLANDO EN LA POLÍTICA EXTERIOR DE ESPAÑA DENTRO DE LA UE

En el mundo moderno, la cultura tiene un impacto significativo en los procesos socioeconómicos globales y en el desarrollo de las relaciones interestatales. Precisamente la cultura es uno de los fundamentos que forma la

cosmovisión de la nación, sus ideales y valores morales, y, en consecuencia, la orientación política.

“El poder blando es la capacidad de lograr lo que se desea basándose en la participación voluntaria de los aliados, y no a través de la coerción o el pago”, tal definición fue presentada por primera vez por el politólogo estadounidense Joseph Nye. Posteriormente, su definición fue complementada: “El poder blando es la capacidad de influir en otros estados para realizar sus propios objetivos a través de la cooperación en ciertas áreas dirigidas a la persuasión y la formación de una percepción positiva” [2].

Siendo un experto en su campo, Joseph Nye también destacó el concepto de “fuerza flexible”, que a su vez se basa en tres conceptos principales, uno de los cuales es la cultura. También señaló que tal fuerza no siempre puede satisfacer las expectativas de los estados que persiguen esta política, ya que su peculiaridad es: “trabajar no directamente, cambiando el entorno para la política, y a veces lleva años producir el resultado deseado” [1, c. 178]. Por lo tanto, podemos concluir que la cultura es una parte integral del “poder blando”.

España ha logrado buenos resultados en su política cultural exterior. La cultura incluye una gran cantidad de proyectos y programas que se implementan en beneficio del estado. Dichos programas son: “Niño y Cultura”, “Caleidoscopio”, “Erasmus”, “Lingua”, “RAPHAEL”. En cada uno de ellos, España toma parte muy activa.

Apoyar el intercambio de patrimonio cultural en Europa Central y Oriental, en la que España participa activamente, es una tarea extremadamente importante de la política cultural, cuya aplicación se ve facilitada por:

- crear condiciones jurídicas, administrativas y económicas para apoyar el desarrollo y el intercambio de obras artísticas y audiovisuales;
- creación de mercados viables para determinados sectores de la cultura, como libros, productos de audio y películas;
- preservación, restauración y búsqueda del patrimonio cultural.

En 2004, el Real Instituto de Estudios Estratégicos Internacionales de Elcano elaboró el documento “Política Cultural en España”.

Presentó los valores históricos, las tradiciones de los pueblos de España y los fundamentos institucionales de la política cultural de España. La importancia de este documento es que analiza todo el camino histórico de cooperación entre España y otros países, destacando también las tendencias en el desarrollo de la política cultural europea, y en particular el desarrollo de España. También habla de cuál es el mecanismo para implementar la política cultural. En España, estas funciones se desempeñan por el Instituto Cervantes. Se trata de una plataforma para la promoción de la cultura española en el extranjero, una base para que los extranjeros aprendan español, y también un lugar para promover una imagen positiva de España en el extranjero. En este documento se puede

encontrar párrafos que hablan de las formas de desarrollar la cultura española no sólo en el extranjero, sino también en España.

El documento “Política Cultural de España” se ha convertido en una especie de etapa de transición en el diseño de la política cultural exterior hacia una dirección independiente de la actividad del Estado extranjero. Durante mucho tiempo, la política cultural en el exterior fue considerada en España sólo como una continuación de la política interior y no tuvo ni documentación propia, ni con sus propios actores, ni con un concepto formulado.

El siguiente paso en el proceso de documentación de la política cultural exterior de España fue la “Estrategia para la Cultura y el Desarrollo en el Marco de la Cooperación Española”, que fue adoptada por el Ministerio de Asuntos Exteriores en 2007. Cabe señalar aquí que después de este documento, la política cultural exterior dejó de considerarse como parte de las actividades internas en el campo de la cultura, pero se convirtió en un aspecto independiente en la política exterior del estado [3].

Este documento está dirigido a los aspectos prácticos de la implementación de la cooperación y la divulgación de los principales mecanismos de las relaciones de España con otros países. Se declaró el principio básico: “cultura en aras del desarrollo”. Después de todo, el desarrollo es la palabra que corresponde a la política cultural exterior de España en este momento de su existencia.

También hay que mencionar una serie de problemas que existen en este ámbito. El apoyo financiero bastante modesto atestigua la resistencia de algunos países y regiones que no quieren perder soberanía en el campo de la cultura. Al ratificar el artículo 128 del Tratado de la UE, se expresó preocupación por si la Comisión sería válida sólo cuando los Estados miembros o las regiones de la UE no pudieran resolver de forma independiente las tareas definidas por la Unión Europea. Sin embargo, estos temores no tienen fundamento, ya que el artículo 128 del Tratado de la Unión Europea contiene la afirmación de que el objeto de la política cultural no es una cultura europea, sino la riqueza de culturas de los Estados miembros de la UE, cuya preservación merece apoyo en la medida en que se proteja el patrimonio común europeo existente.

Por lo tanto, se puede concluir que España tiene un éxito significativo en la política cultural exterior. Actualmente, con el fin de llevar a cabo una política cultural exterior, España se adhiere a las normas y principios europeos: el país tiene una base documental bien desarrollada y un mecanismo eficaz para promover su cultura en el extranjero. El patrimonio cultural e histórico es la base para la implementación de esta política, pero los logros modernos también son alentados activamente por el estado.

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В статье анализируется концепт «мягкой силы» с позиции Испании, упор делается на внешнюю культурную политику как ключевую составляющую. Автор приводит механизмы осуществления внешнекультурной деятельности, основные цели и направления реализации. Анализируются эволюция правового поля, проблемные области, а также соотношение национальной и общеевропейской политики.

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LA COMPARACIÓN DE LOS ÍNDICES DE COMPETITIVIDAD DEL TURISMO EN ESPAÑA Y FRANCIA EN EL PERÍODO DE LOS AÑOS 2011–2019

La competitividad del turismo en el nivel macro es la capacidad de conquistar, mantener y fortalecer la posición competitiva en el escenario económico mundial.

Para el estudio del estado en el sector del turismo y el análisis de la competitividad turística sirve el Informe del Foro Económico Mundial sobre competitividad del turismo y de los viajes de los países de todo el mundo.

El informe sobre la competitividad del turismo y los viajes (The Travel & Tourism Competitiveness Report) es un estudio global y acompaña a su clasificación de todos los países del mundo sobre la tasa turística de la competitividad de la versión del foro económico mundial (World Economic Forum). El equipo de investigación del foro económico mundial, con la participación de numerosos expertos en el campo de viajes y turismo ofrece un

análisis general del estado de la industria del turismo y el análisis detallado de la competitividad del sector del turismo y los viajes de cada país.

El informe revela la esencia del desarrollo del turismo de 140 países del mundo con la mayoría de las economías avanzadas, y expresa los resultados de la investigación en la forma de un Índice de competitividad de viajes y turismo (TTCI), que se indica en el formulario de la métrica de 1 a 7 de un país en cada una de las subíndices: un entorno propicio, la política y las condiciones favorables para los viajes y el turismo, la infraestructura y los recursos naturales y culturales; y en los informes de 2013: el marco normativo, el entorno comercial y de infraestructura y los recursos naturales. Cada uno de los subíndices incluye varios compuestos considerados componentes.

El último informe de competitividad de viajes y turismo se publicó en 2019. España encabeza la lista por tercer año consecutivo, seguida de Francia, Alemania y Japón, con el Reino Unido por detrás de Estados Unidos en el quinto lugar. La posición de España se debe a la riqueza de sus recursos naturales (en esta categoría, ocupa el noveno lugar de la clasificación) y valores culturales (en el tercer lugar), además de lo que dice el informe sobre la “impresionante infraestructura de servicios turísticos” (aquí también está en tercer lugar). España es el segundo país más visitado del mundo y también destaca como centro de encuentros internacionales y eventos deportivos.

En este trabajo se presentan las características de las ventajas y desventajas en la competitividad del turismo en España y Francia, que comparten los primeros lugares en el ranking de competitividad del turismo y el número de los destinos turísticos internacionales de visitas, respectivamente.

A continuación se presentan tabla 1 y tabla 2, que reflejan las subíndices de datos de los estados de acuerdo a los informes de los años 2011–2013 y 2015–2019.

Tabla 1 – Subíndices de competitividad de España y Francia 2011–2013

Estado	Año	
	2011	2013
<i>Subíndice 1: el Marco jurídico</i>		
España	5.34	5.48
Francia	5.71	5.56
<i>Subíndice 2: entorno Empresarial y la infraestructura</i>		
España	5.32	5.3
Francia	5.35	5.18
<i>Subíndice 3: los recursos humanos, naturales, culturales</i>		
España	5.22	5.36
Francia	5.18	5.20

Tabla 2 – Subíndices de competitividad de España y Francia 2015–2019

Estado	Año		
	2015	2017	2019
<i>Subíndice 1: entorno Favorable</i>			
España	5.26	5.45	5.5
Francia	5.4	5.54	5.6
<i>Subíndice 2: Políticas y condiciones favorables para los viajes y el turismo</i>			
España	4.66	4.75	4.9
Francia	4.25	4.5	4.8
<i>Subíndice 3: Infraestructura</i>			
España	5.68	5.61	5.6
Francia	5.64	5.42	5.4
<i>Subíndice 4: Los recursos naturales y culturales</i>			
España	5.59	5.88	5.7
Francia	5.68	5.76	5.9

En 2011, España ocupaba la octava posición, subió cuatro puestos dos años más tarde y luego encabezó la clasificación con una puntuación de 5,31. Sin embargo, no es un claro ganador en ninguna de las 17 áreas relevantes para el turismo evaluadas, y tiene al menos dos inconvenientes importantes: el primero de ellos son los precios relativamente altos, en términos de los cuales ocupa el puesto 98, mientras que países como Irán , Egipto, Malasia y Argelia están a la cabeza aquí. El segundo inconveniente es la complejidad y los retrasos burocráticos para los inversores a la hora de abrir y gestionar un negocio. Sin embargo, todo esto vale la pena debido a la presencia de aeropuertos modernos, una red de transporte desarrollada, una amplia gama de servicios turísticos, así como una gran cantidad de instalaciones culturales y deportivas.

Francia ocupa el segundo lugar en el ranking de competitividad del turismo del Foro Económico Mundial. Por un lado el índice de competitividad de los precios en Francia es 0.5 unidades menos que en España (que es más que un resultado malo), así como el problema de negocio de la inversión, por otro lado, Francia ocupa el 51 lugar de 140 países en el índice de “seguridad y protección”, en particular, debido a su muy mala clasificación (4,3/7) en relación con el índice de actividad terrorista, que es el valor medio del número de las víctimas del terrorismo y de las cantidades y de los atentados – el lugar 120 de 140.

En la Tabla 3 se presentan las tasas generales de los índices de competitividad del turismo en España y Francia en los años 2011–2019.

Tabla 3 – Los indicadores de los índices de competitividad del turismo en España y Francia en los años 2011–2019

Estado	2011	2013	2015	2017	2019
<i>España</i>	5.29 (8 lugar)	5.38 (4 lugar)	5.31 (1 lugar)	5.43 (1 lugar)	5.4 (1 lugar)
<i>Francia</i>	5.41 (3 lugar)	5.31 (7 lugar)	5.24 (2 lugar)	5.32 (2 lugar)	5.4 (2 lugar)

Los años 2009–2011 se caracterizaron por una degradación de la calificación del país debido a la creciente preocupación por la disponibilidad de mano de obra calificada y el debilitamiento de algunos aspectos del entorno político. Francia se caracteriza por un enfoque prioritario en el desarrollo sostenible del sector turístico, 2011–2013. España ocupa el 2 lugar por la cantidad de objetos del patrimonio mundial y el 3 lugar con mayor número de ferias internacionales y exposiciones, y también es líder en el desarrollo de la infraestructura deportiva.

Francia mantiene su posición más alta en materia de desarrollo del transporte terrestre, sin embargo, en este tiempo de prioridades de desarrollo del gobierno en el sector turismo se reduce (puesto 35). Además, se redujo la evaluación desde el punto de vista de la calidad y la disponibilidad de mano de obra calificada en los países.

2013–2015 años. España encabeza el ranking por primera vez. Es el tercer país más visitado del mundo, con aproximadamente 60,6 millones de llegadas, y esta cifra sigue aumentando, principalmente por el crecimiento del número de turistas de países en desarrollo como China, Brasil y México. Pero hay una clasificación baja en el entorno empresarial (100) que refleja la burocracia asociada con los permisos para iniciar un nuevo negocio. Mientras que el mercado laboral todavía está clasificado algo ajustado (113) y hay un desajuste entre la remuneración de los empleados y la productividad laboral (125). Francia ocupa el segundo lugar en términos de número de recursos culturales. Hay un lugar para introducir un énfasis en la sostenibilidad ambiental de los servicios en el estado. Pero un mayor desarrollo del sector requiere una mejora en el entorno empresarial, donde los impuestos son relativamente altos (puesto 133), como resultado de lo cual los precios han aumentado ligeramente. Además, la seguridad y la protección se está convirtiendo en un tema delicado que ha comenzado a requerir soluciones al problema.

2015–2017 años. España mantiene el 1º puesto en el Índice de Competitividad Global. El éxito de España se puede atribuir a su oferta única de recursos culturales (2º) y naturales (9º), combinados con una infraestructura desarrollada para servicios turísticos (2º), transporte aéreo (9º) y un buen apoyo por parte de las autoridades (5º lugar). El desafío ahora es seguir buscando

formas de mejorar, dada la madurez del sector turístico en el país. Las condiciones comerciales también deberían mejorar (75°), ya que los permisos de construcción siguen siendo engorrosos. Francia se mantiene en 2ª posición, habiendo soportado las consecuencias de los atentados terroristas de 2015 y 2016. Aunque esto supuso la pérdida de puestos (cinco plazas) en el ámbito de la seguridad, las llegadas internacionales se mantienen estables. Hubo una disminución en el índice de uso racional de los recursos naturales. Sin embargo, como compensación por el daño de estos procesos, se redujeron los precios de los hoteles y los impuestos de los boletos. Este período definió a Francia como más resistente a los choques y lista para un mayor crecimiento en el futuro que el resto.

2017–2019 años. España y Francia no cambian sus posiciones en la clasificación (primer y segundo lugar, respectivamente), sin embargo, cabe señalar que el índice de competitividad general de Francia se ha vuelto, de hecho, igual a este indicador en España: 5,4 unidades.

2019–2021 años. Lo más probable es que la estructura actual tenga en cuenta muchos aspectos nuevos, como el impacto de la pandemia en el turismo, la gobernanza y la sostenibilidad. Por ejemplo, la resiliencia es la capacidad de un destino para hacer frente a desafíos devastadores, como un brote o una nueva cepa de virus. Francia pudo demostrar su resiliencia frente a la agitación interna y, además, pudo ponerse al día con el líder, donde el turismo ha sido apoyado activamente por el gobierno durante una década. Cuáles serán los resultados del estudio de los efectos de la pandemia en la competitividad del turismo se conocerán en el próximo informe, cuya publicación está prevista para principios de 2022.

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В статье проводится сравнительный анализ конкурентоспособности туризма в Испании и Франции в период с 2011-го по 2019 г. на основе данных Всемирного экономического форума. Выделены ее основные состав-

ляющие и рассмотрены общие индексы. Отражены основные конкурентные преимущества и недостатки, обоснована необходимость применения мер для повышения уровня конкурентоспособности туризма этих стран.

К содержанию

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ORGANIZACIÓN MUNDIAL DEL COMERCIO Y LA REPÚBLICA DE BELARÚS

Hoy, la Organización Mundial del Comercio (OMC) es una organización intergubernamental que se ocupa de la regulación del comercio internacional de acuerdo con los principios del liberalismo.

La OMC tiene 164 miembros, que es el 84 % de los 196 países del mundo. 12 países no son miembros de la OMC y no han solicitado participar. La OMC establece las reglas para el comercio a escala global y es el foro para discutir temas relacionados con los términos de intercambio. Un 98 % del volumen total del comercio mundial está conectado con la OMC, que se ha multiplicado significativamente en los últimos 50 años [1].

El objetivo de la adhesión de la República de Belarús a la OMC es mucho más amplio que simplemente lograr la liberalización de los mercados extranjeros. La liberalización del mercado interno corresponde a los intereses nacionales de la República de Belarús e interactúa con la tarea de revisar la especialización existente de país. Es necesario abandonar la política de proteccionismo, que protege a todos los sectores de la economía nacional. Hasta la fecha la economía de la República de Belarús necesita una política específica para reducir la producción que no es competitiva y reemplazarla productos con bienes importados mientras aumenta la producción y las exportaciones en otros sectores de la economía [2, p. 217].

La decisión de crear un grupo de trabajo sobre la adhesión de la República de Belarús al GATT se tomó en la sesión del Consejo de Representantes del GATT del 27 de octubre de 1993. Oficialmente, la República de Belarús presentó una solicitud en 1993, pero las negociaciones se han intensificado notablemente solo en los últimos 5 años. Esto se debe al hecho de que, desde 2012, la República de Belarús ha cumplido con la mayoría de las condiciones y normas de la OMC, desde el momento en que la Federación Rusa se unió a la organización y sus obligaciones formaron la base de la ley de la Unión Económica Euroasiática (la UEEA). La adhesión de Rusia a la OMC afectó a la

República de Belarús al modificar los tipos de los derechos de aduana en el territorio de la Unión Aduanera. Así, Belarús se encuentra en una situación en la que, al no ser miembro de la OMC, debe cumplir con los requisitos de la OMC, pero sin recibir beneficios de la organización.

Según el politólogo Valery Karbalevich, el hecho de que la República de Belarús no es miembro de la OMC crea ciertos problemas para otros países miembros de la UEEA, ya que deben tener en cuenta este factor. Por el momento, la República de Belarús sigue siendo el único miembro de la UEEA que aún no es miembro de pleno derecho de esta organización internacional.

Como resultado, desde la segunda mitad de 2015 ha aumentado la intensidad de las negociaciones de la parte belarusa con la Secretaría y los miembros de la OMC, en cuyo marco se discutieron los temas de intensificación del proceso de negociación sobre la adhesión de Belarús a la OMC para poder competir y cooperar en igualdad de condiciones tanto dentro como fuera de la UEEA.

Las negociaciones sobre la adhesión a la OMC se están llevando a cabo en 4 direcciones:

- armonización de la legislación nacional de la República de Belarús con los acuerdos multilaterales de la OMC;
- acceso al mercado de bienes;
- acceso al mercado de servicios;
- apoyo estatal a la agricultura.

Al planificar una estrategia de adhesión para Belarús, es necesario predecir las ganancias y pérdidas de varios sectores de la economía como resultado de la adhesión a la OMC.

La adhesión de Belarús a la OMC es importante porque, en primer lugar, el país es un país orientado a la exportación. Según la Conferencia de las Naciones Unidas sobre Comercio y Desarrollo (la UNCTAD), el nivel promedio mundial de la cuota de exportación, que muestra la relación entre las exportaciones y el PIB, es de un 30 %. En la República de Belarús esta cifra representa un 60 %. Esto indica que el país depende de las exportaciones.

En segundo lugar, una de las tareas urgentes en el campo del comercio exterior de la República de Belarús es la diversificación de los mercados comerciales. Al unirse a la OMC, Belarús recibe condiciones permanentes e ilimitadas para el estatus de nación más favorecida para sus productos en los mercados de países extranjeros. En la actualidad, se otorga el trato de la nación más favorecida (NMF) a las mercancías de Belarús a pedido de los socios comerciales, y nadie garantiza su provisión en el futuro.

En tercer lugar, todos los miembros de la UEEA, excepto la República de Belarús, ya son miembros de la OMC. Esto significa que los países de la UEEA comercian de acuerdo con las normas estandarizadas y unificadas de la OMC, y también disfrutan de los beneficios de la OMC. Por lo tanto, desde 2012

Belarús ha estado cumpliendo la mayoría de las reglas y condiciones de la OMC sin ser miembro de la organización.

En cuarto lugar, las organizaciones financieras internacionales (el Banco Europeo para la Reconstrucción y el Desarrollo, el Fondo Monetario Internacional), que prestan a Belarús, otorgan mucha importancia al proceso de adhesión del país a la Organización Mundial del Comercio. Con la adhesión a la OMC, los inversores verán que el Estado ha asumido las obligaciones de una organización internacional y es partidario de los principios del libre comercio, mejorando así la imagen inversora del país.

Sin embargo, también se deben tener en cuenta las pérdidas en las que puede incurrir un país si ingresa al sistema de la OMC como miembro de pleno derecho.

Estos son, en primer lugar, los costos económicos y sociales que enfrentará la economía del país durante el período de adaptación a las reglas de una competencia internacional más intensa en el contexto de la liberalización de las relaciones económicas exteriores.

Ampliar el acceso al mercado interno de bienes y servicios de competidores potenciales conducirá a la necesidad de concesiones arancelarias. Una reducción de los aranceles puede llevar al hecho de que algunos bienes no sean rentables de producir en el país. Además, la OMC exige una reducción de la asistencia gubernamental a algunos productores exportadores y, en relación con esto, surgirán dificultades en el desarrollo de ciertos sectores de la economía nacional, donde hay una participación predominante del apoyo estatal.

Los principales sectores de la economía de la República de Belarús incluyen la industria, la agricultura, la construcción, el comercio, el transporte, la información y las comunicaciones.

Así, cuando se abra el mercado, será más difícil resolver el problema de la comercialización de los productos. Para ello, es necesario aumentar la competitividad de los productos, modernizar la producción nacional y mejorar las condiciones comerciales.

En general, se puede concluir que la adhesión de Belarús a la OMC puede dar un gran impulso a su desarrollo, pero sólo si se llevan a cabo las reformas apropiadas para adaptar las instituciones económicas y legislativas de Belarús a las condiciones de los acuerdos comerciales multilaterales dentro de la OMC.

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Исследуется значение Всемирной торговой организации в качестве двигателя мировой торговли и пути Республики Беларусь к вступлению в ВТО. Автором рассматриваются экономические последствия вступления страны в данную организацию.

К содержанию

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MOST COMMON MISTAKES MADE WHEN ASSEMBLING PCS

Quite often when buying a computer, inexperienced users prefer to choose ready system units, believing that this way they will get the most optimal and reliable computer configuration without much hassle. But these systems often don't comply with all their requirements, and also break down faster due to the possible presence of low-quality components. In this paper we will look at the major problems encountered during of PC assembling. As a result, you will be offered some recommendations so that you can assemble a balanced PC and it will serve you for a long time without problems.

Modern life is unthinkable without computers. Technologies are used in all areas of life. The invention of microprocessor technology was the third information revolution after the invention of printing and electricity. These facts have radically changed people's lives, their worldview, the spheres of production and communication.

These days, due to the world situation, it will be very difficult to assemble a computer because of the scarcity of components in our country. An assembly which might cost a thousand dollars only three weeks ago, today will cost twice as much due to unstable currency rates and imposed sanctions.

Experience shows that most of price lists in different computer stores contain only the most basic characteristics of ready-made system units: the processor frequency, the size of RAM, video memory, and hard drive capacity.

However, when assembling a computer, you need to clearly understand for what purposes you plan to use it. If you intend to use it primarily for games, you need to pick up gaming components, if you need it for specific work purposes, you need to pick up specific components and applications.

Also, there are cases when the choice of components for a particular configuration isn't quite right. For the computer to work correctly, you need to select all components, so that they are compatible.

We have made a short survey among non-professional PC users and found out that some problems result from the following common threats:

- people tend to think that expensive doesn't mean productive;
- not all users understand exactly what they want to get out of their PC setup;
- there is little understanding that not all hardware components are compatible with each other;
- some people think that buying a ready system unit is easier and cheaper.

Professional PC assemblers who are performance-conscious and care about their work outcomes, carefully select each component of a computer to suit a customer's budget and achieve a stable operation of components.

As to a gaming computer, first of all, it must contain a modern video card, a powerful processor, and a large amount of RAM. New games, with high quality graphics settings in games, require more powerful and modern hardware.

Operation of the same computer can be represented in different variations. For example, for usual office work it is enough to have an average performance device (for example, word processing, the Internet browser), but for highly specialized purposes like video editing, or architectural design tasks much more powerful computers are used than those intended for game purposes. For example, to add high-quality special effects in the video, you need a huge production capacity. Often such computers aren't used for games or entertainment – they are geared for their tasks.

Before you go to buy all the necessary components for your new PC, it is important to make sure that all the components you have selected are compatible with each other. Let's consider the most important components.

When buying a processor, the most important thing is the socket. Simply put, a socket is a connector on the motherboard through which the processor connects to it and interacts with the rest of the system. Sockets come in different sizes and with different pin configurations [1]. Knowing which socket you have to choose to connect the processor with the motherboard, you will unlikely make a mistake. When choosing, you should compare the socket of the processor and the motherboard. The video card is the most important component of a gaming PC, and, fortunately, you will have to worry much less about the compatibility of the video card than in the case of the processor.

The PCI Express interface has been used for connecting video cards to the motherboard for many years. Therefore, if your card has a PCIe slot, and the video card physically fits into the case, then everything is fine. As with video cards, RAM compatibility is not a serious problem these days. All mass RAM modules use standardized DIMM slots [2].

Buying such assembled computer in store is not quite reasonable. Often the system unit is equipped with a lot of unnecessary components and it is much

more expensive. Advanced PC users do their own PC assembling: they choose the configuration by themselves and focus exactly on a parameter, which is required for specific tasks. This gives much better results, both in performance and in price.

To sum up, it should be emphasized that you want to assemble a computer, but you don't have the experience and knowledge, it is better to turn to a professional computer assembler to get a faster machine at an affordable price.

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В статье раскрываются проблемы, возникающие в связи с неосведомленностью людей в сфере подбора компьютерных компонентов. Автор рассматривает основные проблемы и типичные опасения пользователей, а также кратко описывает требования к системным компонентам и дает некоторые рекомендации о том, как собрать качественный компьютер за адекватную стоимость.

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SPORTS AND TOURISM: PROMOTING A HEALTHY LIFESTYLE

The global experience shows that the means of physical culture and sport efficiently solve the problems of improving the health of the population and creating a healthy moral and psychological climate in communities and the society as a whole.

Physical culture, as one of the facets of general culture, largely determines the behaviour of a person at college, at work, at home, facilitating the performance of socio-economic, educational and health tasks. The enormous social potential of physical culture and sport should be fully utilized for the benefit of the country's prosperity since it is the least costly and the most effective means of enhancing the nation's moral and physical health.

The development of physical culture and sport is becoming a key area of social policy in our country. Concern for the development of physical culture and sport is an important component of the state's social policy, which ensures the implementation of humanistic ideals, values and norms, and provides a wide scope of opportunities for revealing people's abilities, satisfying their interests and needs, and activating the human factor.

One of the functions of the state is to meet general needs of its people, including the need for a healthy lifestyle and physical culture and sports. The use of physical culture and sports for full and active leisure, and education has always been the prerogative of local authorities, the more their strengthening in the present period.

In addition, we believe that the socio-economic development paradigm should proceed from the fact that its "driving force" is not only economically active social groups with a high level of skills, motivation for vertical mobility, able to adapt legally to the prevailing conditions, but also, perhaps primarily, groups of healthy and physically strong people who are ready to implement effective models of socio-economic activity.

The events of recent years have once again confirmed that today the priority of the policy in the field of physical culture and sport is certainly the effective use of means and methods of physical culture and sport in the education of a fully developed and spiritually rich personality of the XXI century, in the formation of a healthy lifestyle culture among different segments of the population.

One of the brightest indicators of stability in the society, its development and progress is the attitude of the state to sport, care about the physical and moral health of the population. Physical education, as an integral part of society, its subsystem, is in certain links, relationships with other social subsystems. Interrelations of physical education with cultural, political and socio-economic conditions of society are very complex and are not the same in different formations.

General laws of functioning of physical education, reflecting the nature of its interaction with the environment, can be formulated as follows: physical education, being a subsystem of society, is formed and changed under the influence of general cultural, material and social conditions of society and the needs caused by them, and in the process of functioning has an impact on social demographic groups.

It is extremely important to promote physical culture and healthy lifestyles, especially among children, adolescents and young people, through the mass media, both printed and electronic, and the Internet. For this reason, a system has been developed for organizing information and awareness-raising activities in the areas of physical education, sports and recreation. It is carried out by specialists in public relations and representatives of press services.

The priority in all work connected with the development of the physical culture and sports movement should be given to physical education and the formation of a healthy way of life for preschool children and students of secondary schools.

Physical culture is an important tool in the system of education and upbringing of the younger generation, in the formation of a healthy lifestyle, recreation and leisure, restoration and development of bodily and spiritual strength. This manifests the value of physical culture for individuals and society, its educational, educational, recreational and cultural value.

Deficiencies in physical education and sports development among adolescents, children and young people are due to a set of unresolved issues, including the underdeveloped material and technical base, the limited amount of teaching time allocated to compulsory physical education classes, costs in the professional training of teachers, in the content and forms of physical education and health work, especially among preschool children, focus of teaching activities on quantitative indicators, lack of traditions of family physical education, the absence of physical education traditions and the need for a healthy lifestyle.

With the aim of mass involvement of the population in systematic and regular exercises of physical culture and sports in all municipal educational institutions physical culture and health, sports and mass activities are organized.

Mass competitions among families and national inter-village sport competitions are new forms of promoting physical culture and sport. Such activities contribute to the development of applied sports and the involvement of the population in physical culture and sports [2].

At the same time, the foundations of health and a positive attitude to physical culture are laid at a young age. The deteriorating health of the younger generation dictates the need to address this problem urgently. The main efforts should be aimed at increasing the responsibility of parents for children's health; searching for and rationally using the earmarked and sponsor funding for children's sports; improving the programmatic, methodological and organizational support of physical education in educational institutions; introducing new effective forms of organizing classes; creating an inexpensive but practical and hygienic products and simulators for physical education; mass publication of popular literature, video and audio materials for children's sports.

Physical education should be delivered through in-class activities; additional (optional) classes, including classes for pupils with disabilities; through physical education and recreational activities in the daily routine; extracurricular non-academic forms of classes (sports clubs, classes in sports schools, independent studies); mass sport and physical recreational activities. All this should provide each preschooler or student with at least 8–10 hours of motor activity per week [1].

Therefore, in solving the problems of involving children and young people in active physical exercise, special attention must be paid to children's active leisure time together with their parents. The concept of family recreation should be recognized as a priority. Shifting the emphasis on systematic physical education and sports activities at school age will allow already at this stage of age development to create the prerequisites for optimal physical development, health promotion and earlier prevention of various adverse conditions, to form a strong need to perform physical exercises health orientation and culture of a healthy lifestyle.

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В статье раскрывается потенциал спорта и туризма как средства охраны здоровья и профилактики заболеваний. Здоровье рассматривается как предпосылка к познанию окружающего мира, к самоутверждению и счастью человека. Автор отмечает большое значение пропаганды физической культуры и здорового образа жизни граждан, особенно среди детей, подростков и молодежи, как в печатных, так и в электронных средствах массовой информации, а также через сеть Интернет.

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TIPOS DE CONTRABANDO E FORMAS DE COMBATÊ-LO NA REPÚBLICA FEDERATIVA DO BRASIL

Contrabando é o movimento ilegal de bens, valores e outros itens do outro lado da fronteira do estado.

Em um ano, o Brasil perdeu R \$ 260 bilhões devido a falsificações e contrabando, de acordo com o balanço anual da Associação Brasileira de Combate à Falsificação divulgada em primeira mão pela Globo News.

O prejuízo inclui quanto o país perdeu cobrar impostos e também quando as empresas legais pararam de faturar entre janeiro de 2020 e janeiro de 2021.

Segundo a associação, não é possível calcular exatamente o volume dos produtos apreendidos. A maioria das operações realizadas no período, no entanto, apreendeu cigarros contrabandeados. Em seguida, aparecem peças de carro, máquinas, ferramentas industriais e rolamentos. De acordo com o relatório, de cada 10 cigarros vendidos no Brasil quase 6 são ilegais, somando uma perda de R\$ 11 bilhões.

O crime de contrabando está descrito no Código Penal Brasileiro, criado no ano de 1940. A partir daí, foram feitas modificações, tendo como objetivo atualizar as normas destinadas a defender os cidadãos e punir aqueles que cometem crimes e infrações.

A partir de 07 de dezembro de 2014 (Decreto-Lei nº 2.848), o contrabando entende-se diferente da infração de Descamho, então tendo duas previsões típicas diferentes, surgindo o novo artigo 334-A. O crime de contrabando, antes da reforma mencionada, tinha a sua sentença estipulada entre 2 e 4 anos de prisão, sendo que com a nova versão foi trazida uma penalidade mais severa para aqueles que pratiquem o ato criminoso chamado de descaminho.

A Receita Federal é responsável pela arrecadação de impostos de competência da União. Incluindo incidentes relativos ao comércio exterior, cobrindo uma parte significativa das contribuições sociais do país.

Assuas principais funções são:

– Controlo Aduaneiro.

A Receita Federal regula tudo que esteja relacionado ao comércio exterior. Tanto a exportação, como a importação, envolvendo pagamento de impostos, tais como: PIS, IPI, COFINS. A receita também é responsável pela entrada de pessoas no país e pelos bens que estes trazem do exterior.

– Combate a crimes.

A Receita Federal também auxilia em investigações para combater crimes relacionados às importações e exportações, funções fiscais e administração fiscal tais como: falsificação de faturas, evasão fiscal e fraude fiscal, flagelação, contrabando, tráfico de drogas e animais e pirataria. É perfeitamente comum quando a receita funcione em conjunto com a Polícia Federal, o Ministério Público e outros órgãos para atuar nessas áreas.

Os 10 produtos mais contrabandeados do Brasil são:

1. Cigarros.

Estudo encomendado pelo Instituto Brasileiro de Ética Competitiva (ETCO) ao Instituto Brasileiro de Opinião Pública e Estatística (Ibope) destaca que os cigarros ilegais representam 54 % do mercado brasileiro no setor e movimentam R \$ 14,3 bilhões por ano. O produto também foi o campeão nas apreensões da Receita no ano passado, com um volume equivalente a R\$ 1,3 mil milhões.

As diferenças na tributação da indústria do tabaco no Brasil em países, como o Paraguai, prejudicam o comércio regular e eles fazem do contrabando um negócio muito lucrativo. Enquanto no Brasil a tributação de cigarros está em média em 71 %, dependendo do Estado, do outro lado do fronteira esta taxa não é superior a 18 %.

2. Brinquedos.

Sem passar pelos rigorosos processos de certificação do Instituto Nacional de Metrologia, Qualidade e Tecnologia, para comercialização regular, brinquedos ocuparam o segundo lugar na lista das maiores apreensões em 2018. A legislação do país não admite que uma criança europeia, japonesa, americana tenha um brinquedo mais seguro do que a criança brasileira, afirmou o Vice-Presidente da Associação Brasileira de Brinquedos), Synésio da Costa, referindo-se aos altos padrões exigidos pela legislação nacional para o produtos destinados para as crianças vendidos no Brasil.

“Os chineses usam plástico reciclado para fazer brinquedos, o que é proibido no Brasil. Esses brinquedos não têm acabamento, então eles têm peças pontiagudas, a sua pintura contém metais pesados como cádmio e chumbo,” – explicou o funcionário brasileiro. Além disso, o brinquedos contrabandeados podem apresentar riscos por ter peças pequenas que as crianças podem engolir e que podem causar afogamento e, no caso de massas e gelecas, podem ser tóxicos ou causar alergias.

O total de brinquedos apreendidos em 2018 atingiu um valor de quase R\$ 270 milhões.

3. Eletrônica.

A terceira categoria de produtos mais coletados pelas autoridades brasileiras foi a de produtos eletrônicos, totalizando R\$ 224,3 milhões. A lista inclui smartphones, câmeras e tablets, e estão entre os itens mais procurados nos leilões que a Receita organiza anualmente para aumentar a receita.

Em 2018, o órgão arrecadou R\$ 253 milhões em leilões (o valor inclui todos os tipos de mercadorias, não apenas os eletrônicos). Cabe dizer que as baterias e carregadores de celular falsos podem causar danos à saúde porque têm maior risco de superaquecimento e explosão.

4. Veículos.

O valor dos veículos contrabandeados confiscados pelas autoridades federais atingiu quase 94 milhões de reais em 2018. O montante revela um aumento substancial (23,2 %) em relação a 2017, quando a Receita Federal apreendeu 76,2 milhões de reais em veículo.

Veículos com placas estrangeiras e importados ilegalmente para o Brasil também acabam indo para os leilões, mas, depois da sua venda, estes só podem ser usados como sucata e são proibidos para o tráfego.

As medidas para combater o mercado ilegal são:

1) definir as tarefas de cada órgão da Administração Pública para o combate ao mercado ilegal, com planejamento e maximizando a sua eficiência;

2) o documento sugere o fortalecimento de medidas punitivas acessórias ao combate ao contrabando. Como o crime de contrabando é, geralmente, praticado com o uso do transporte terrestre, a proposta é incluir dispositivo no Código de Trânsito brasileiro que autorize o recolhimento da carteira de motorista e a suspensão imediata do direito de dirigir daqueles que são apanhados na prática dos crimes;

3) tem como sugestão tornar mais grave o tratamento criminal pelos atos praticados pelas organizações criminosas, como, por exemplo, estabelecer penas dobradas;

4) reequilibrar os regimes fiscais, porque a atratividade do mercado ilegal é o pilar econômico, do menor custo de compra de produtos. O desequilíbrio fiscal é o principal problema do contrabando de cigarros, e este tópico está sendo abordado por uma equipa formada pelo Ministro da Justiça e Segurança Pública, Sérgio Moro;

5) instituir cooperação entre órgãos de supervisão de diferentes países, uma vez que o problema do mercado ilegal não é exclusivo da realidade brasileira. Portanto, ações internacionais conjuntas estão sendo estudadas com o objetivo de implementar instrumentos internacionais que permitam o esforço comum para vigilância e repressão, além de compartilhar a informação.

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В статье раскрываются проблемы контрабанды в Федеративной Республике Бразилия, ее влияние на экономику и социальную структуру страны. Описываются самые популярные виды контрабанды и предлагаются способы борьбы с ней.

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THE SIGNIFICANCE AND FEATURES OF MASS MEDIA IN THE MODERN WORLD

Introduction. In the modern world, mass media have become as necessary as food and clothing. They played a significant role in strengthening society. The media are considered a “mirror” of modern society.

Purpose. To show how important mass media in modern society.

The main part. Society is influenced by the media in many ways. There are the mass media that help them to get information about many things, as well as to form opinions and make judgments on various issues! These are the mass media that keep people informed about what is happening around them and in the world.

Today, information is one of the main values in society. The dissemination of information, and bringing it to everyone is the main task of the mass media.

The main function of the media is the information function, also called the message function. It performs the role of conveying information about events in society and the world. The essence of this function is very significant in the modern world, as it allows you to quickly provide people with information. This function is implemented through news materials on the Internet, on television and in the press [1].

At the moment, it is customary to distinguish four types of media: printed publications, radio broadcasting, television, the internet.

Printed publications. Information in such cases is provided in the form of text, graphic images, drawings, etc. and can be perceived without special technical means. Further, accessibility and selectivity, i. e. a person acquires the printed edition that he needs at any time convenient for him. In addition, you can read a newspaper or magazine anywhere without disturbing others, you can return to the same text, make notes, read interesting places, fix the necessary information. Disadvantages are low efficiency.

Radio broadcasting. In this case, the information is transmitted by sound, so the efficiency is quite high. This way of information is optimal for people who cannot be distracted by viewing, for example, for drivers. The disadvantage is that there is no selectivity, so you can't choose the time that is right for you to receive information, you cannot go back to listen again, etc.

Television. Here the information is provided simultaneously by audio and video method. The advantage, of course, is very high efficiency, the ability to

focus on either sound or picture during viewing, as well as accessibility and selectivity.

The Internet. This kind of information, in fact, is a “collection” of the three previous ones. It can also be submitted in both audio and video versions, as well as printed publications can be viewed several times, make notes, print out if necessary. The disadvantages include that special technical means are needed to obtain it, as well as the fact that the information in this case is “secondary”, i. e. it has already been either published in newspapers or magazines, announced on radio or television [2].

It should be noted that modern mass media can have both positive and negative effects in the dissemination of information. Social advertising can play a positive role. In particular, advertising of toothpastes, shampoos, hygiene products, etc. helps to consolidate in the minds of people the need to comply with the rules of personal hygiene.

Unfortunately, advertising of products that can harm health is often found in the domestic media. For example, in the advertising of food products of the McDonald’s restaurant, attention is focused on the fact that the food offered is full and healthy. However, according to medical experts, fast food products only negatively affect health, leading to undesirable consequences such as obesity.

Conclusion. Thus, the influence of the media is extremely important and great. It can be concluded that by skillfully manipulating public consciousness with the help of various media, it is possible not only to create and direct the development of culture, consciousness and behavior of society, but also to instill a certain role for each social class and even each individual.

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В статье описываются различные виды средств массовой информации, их достоинства и недостатки, возможное влияние на человека. Автор приходит к выводу о том, что с помощью средств массовой информации можно манипулировать сознанием человека, а также создавать и направлять развитие культуры, сознания и поведения общества.

К содержанию

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AVANÇOS DA MEDICINA DO SÉCULO XXI

O início do século XXI foi marcado por muitas descobertas no campo da medicina, que foram descritas em romances de fantasia há 10 ou 20 anos, e os próprios pacientes só podiam sonhar com eles. E embora muitas dessas descobertas esperem um longo caminho para a implementação na prática clínica, elas não pertencem mais à categoria de desenvolvimentos conceituais, mas realmente funcionam, embora ainda não sejam amplamente utilizadas na prática médica.

Em um artigo, é bastante difícil escrever sobre todos os avanços da medicina no mundo moderno, pois hoje em dia o progresso não pára e todos os dias os cientistas de todo o mundo fazem as novas descobertas. Nesse sentido, quero focar nas doenças mais relevantes e perigosas, na minha opinião: HIV, câncer e tuberculose.

1. HIV.

Até o momento, o problema associado à infecção pelo HIV permanece relevante.

O tratamento do HIV percorreu um longo caminho desde o início da doença na década de 1980. Inicialmente, o tratamento consistia em um único esquema que era ineficaz devido ao grande número de medicamentos tomados e seus efeitos colaterais graves.

A monoterapia (tratamento com um único medicamento) também permitiu que o HIV se transformasse em uma forma que eventualmente deixasse de responder a medicamentos individuais. Em outras palavras, a doença tornou-se imune aos tratamentos disponíveis.

As coisas começaram a mudar em 2006 com o lançamento de um medicamento de três componentes chamado “Atripla”. Deve ser tomado uma vez por dia, o que facilitou significativamente o tratamento.

Em 2013, foi lançado o “Stribild”, no qual quatro medicamentos anti-retrovirais para o HIV foram combinados em uma única dose.

Os medicamentos e tratamentos para o HIV continuaram a melhorar nas duas primeiras décadas do século XXI. Em 2017 e 2019, foram lançados os medicamentos de dois componentes – “Juluca” e “Dovato”. Seu uso permite reduzir o custo do tratamento.

Além disso, desde 2016, a OMS (Organização Mundial da Saúde) recomenda que todas as pessoas que vivem com HIV, incluindo crianças, adolescentes e adultos, bem como as mulheres grávidas e lactantes, tenham uma TARV (tratamento antiretroviral) vitalícia.

Em junho de 2021, a recomendação já estava sendo implementada em 187 países, que coletivamente abrigam 99 % de todas as pessoas vivendo com HIV. Além de uma estratégia de cobertura de tratamento onipresente, a OMS recomenda iniciar o tratamento de todos os indivíduos infectados pelo HIV de maneira acelerada, incluindo a oferta de TARV no dia do diagnóstico aos pacientes que estão prontos para iniciar a terapia. A partir de 2021, 82 países de baixa e média renda relataram aplicar a medida, e cerca de metade deles a pratica em escala nacional [2].

2. Câncer.

O câncer é uma das principais causas de morte no mundo e tirou a vida de quase 10 milhões de pessoas em 2020 [1]. Em 2020, os cânceres mais comuns (em termos de número de novos casos) foram:

- câncer de mama (2,26 milhões de casos);
- câncer de pulmão (2,21 milhões de casos);
- câncer de cólon e reto (1,93 milhão de casos);
- câncer de próstata (1,41 milhões de casos);
- câncer de pele (não melanoma) (1,20 milhões de casos);
- câncer de estômago (1,09 milhões de casos).

É muito importante fazer um diagnóstico adequado é essencial para prescrever um tratamento adequado e eficaz, pois todo tipo de câncer requer uma terapia especial. Geralmente, o tratamento inclui cirurgia, radioterapia e/ou terapia sistêmica (quimioterapia, terapia hormonal, bioterapia direcionada). Com a escolha certa de táticas de tratamento, o tipo de câncer, bem como as características individuais do paciente, são levados em consideração. Para alcançar o resultado terapêutico previsto, é importante implementar completamente o protocolo de tratamento dentro do prazo.

Além disso, a OMS adota várias resoluções com o objetivo de promover a luta contra o câncer. Assim, em 2017, a Assembleia Mundial da Saúde adotou uma resolução sobre “Prevenção e Controle do Câncer no Contexto de uma Abordagem Integrada”, que instou os governos nacionais e a OMS a acelerar o progresso em direção às metas do Plano de ação global para a prevenção das doenças não transmissíveis e seu controle para 2013–2020 e na Agenda 2030 das Nações Unidas para o Desenvolvimento Sustentável para reduzir as mortes prematuras por câncer.

Para muitas pessoas, o câncer está associado a uma doença incurável, mas isso não é o caso. Até o momento, o tratamento do tumor cancerígeno é generalizado e tem sido amplamente utilizado em todo o mundo. Graças às mais recentes tecnologias, as pessoas têm a oportunidade de parar de temer a doença e viver em paz.

3. Tuberculose.

Em 2018, os cientistas alcançaram os resultados importantes no tratamento de muitas doenças mortais. Uma delas era a tuberculose. Os cientistas da Universidade da Pensilvânia desenvolveram os tratamentos para a tuberculose resistente. A tuberculose é conhecida por ser a principal causa de mortes por doenças infecciosas no mundo. Um dos fatores dessa situação foi a resistência aos antibióticos, em particular à rifampicina.

E agora os cientistas conseguiram encontrar uma abordagem para resolver o problema: descobriram uma combinação de antibióticos que são eficazes contra as bactérias resistentes à rifampicina. Os cientistas estão confiantes de que a combinação dos medicamentos que propuseram levará à criação dum único medicamento. Este é um resultado alcançado extremamente importante, dadas as estatísticas mais recentes: cerca de 600 mil casos de tuberculose resistentes à rifampicina são registrados cada ano.

Também em 26 de setembro de 2018, A Organização das Nações Unidas (ONU) realizou a primeira reunião de alto nível sobre a tuberculose, durante a qual os líderes estaduais e governamentais discutiram o status da epidemia de tuberculose e como acabar com ela.

Esta reunião segue a primeira Conferência Ministerial Mundial sobre a tuberculose, organizada pela OMS e pelo governo russo em novembro de 2017. O documento final foi uma declaração política acordada por todos os Estados Membros da ONU, na qual as obrigações existentes no âmbito dos ODS (Objetivos de Desenvolvimento Sustentável) e da Estratégia da OMS para eliminar a tuberculose foram confirmadas e novas foram adotadas.

O objetivo 3.3 dos ODS inclui a eliminação da epidemia de tuberculose até 2030. A Estratégia de eliminação da tuberculose identificou parâmetros de referência (para 2020 e 2025) e objetivos (para 2030 e 2035) na redução da incidência e mortalidade da tuberculose. As metas para 2030 são uma redução de 90 % nas mortes por tuberculose e uma redução de 80 % nas taxas de tuberculose (novos casos por 100.000 habitantes por ano) em comparação com os níveis de referência de 2015. A estratégia também inclui um indicador de referência para 2020 para garantir que os pacientes com tuberculose e suas famílias não incorram em custos catastróficos como resultado da doença da tuberculose [3].

Para resumir, nas últimas décadas, os cientistas alcançaram um incrível avanço na medicina e conseguiram encontrar medicamentos contra muitas doenças que antes aterrorizavam milhões de pessoas. Também graças ao progresso científico e à introdução de novos desenvolvimentos na medicina, os médicos têm a oportunidade de determinar com mais precisão o diagnóstico e a detecção da doença. Também vale a pena mencionar as atividades da OMS que direcionam e coordenam o trabalho internacional de saúde dentro do sistema das Nações Unidas.

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Рассмотрены наиболее значимые достижения медицины в XXI в., а также содействие ВОЗ в решении описанных проблем. Автор, используя различные интернет-ресурсы, показывает, что новейшие технологии могут помочь избавиться от болезней, считавшихся неизлечимыми до XXI в.

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TRENDESTINATION FERIENPARK

Ferienparks haben sich in Europa etabliert. In der heutigen Zeit sind sie nicht mehr aus den Reisekatalogen der Veranstalter wegzudenken. Kinderurlaub in Ferienparks findet unter den Familien immer mehr Zuspruch und liegt mittlerweile voll im Trend. Bekannte Ferienparks wie Center Parks sind in aller Munde und uns allen ein Begriff. Kein Wunder, denn viele von ihnen haben sich den perfekten Familienurlaub auf die Fahne geschrieben und versprechen Attraktionen für die ganze Familie. **Im vorliegenden Beitrag wird der Begriff Ferienpark untersucht.** Der Schwerpunkt liegt auf Vorteilen von Ferienparks.

Die Bezeichnung *Ferienpark* ist kein geschützter Begriff und wird normalerweise für touristische Großprojekte mit hohem Anteil an Selbstversorger-Unterkünften benutzt. Die Ferienparks sind somit Immobilienanlagen, die ausschließlich zu touristischen Zwecken erbaut und betrieben werden. Sie bestehen aus einem Hotel-, einem Appartement- und einem Bungalowteil oder aus Ferienhausgruppen mit 3–12 Wohnungen und verfügen mindestens über ein Geschäft und ein Restaurant sowie über ein größeres Angebot an Freizeit- und Unterhaltungseinrichtungen [1]. Wichtig ist, dass die

Einrichtungen groß genug sind, dass sich eine gemeinschaftliche Verwaltung rechnet und die Anlage selbst auch attraktiv für Reiseveranstalter macht, die sich auf Angebote von mindestens 40 Betten konzentrieren. Die Ferienparks, die über besondere Attraktionen, wie zum Beispiel ein subtropisches Schwimmbad, verfügen, bezeichnet man auch als „Ferienparks der zweiten Generation“. Dazu sind meistens Freizeitparks mit zahlreichen Freizeitangeboten angegliedert [2].

Das Konzept der Ferienparks wurde in den Niederlanden ins Leben gerufen. Das bedeutet aber nicht, dass nur Holland die Erholung in einem Ferienpark anbietet. Bereits in fast allen populären Urlaubsländern gibt es Möglichkeiten in einem Ferienpark zu übernachten. Die beliebtesten Reiseziele mit Ferienparks sind natürlich Holland, Deutschland, Österreich, Frankreich, Italien, Spanien und Belgien. Die bekanntesten Beispiele für Betreiber von Ferienparks in Europa sind die niederländischen *Center Parcs* Gruppe, *Roompot Parks*, *Landal GreenParks* und die französischen *Center Parcs* und *Sunparks*.

Während Ferienparks in Schweden und Norwegen vornehmlich mit bunt getünchten Holzhäuschen im skandinavischen Stil ausgerüstet sind, ist das Bild in anderen Regionen Europas differenzierter. Ferienparks in Spanien verfügen in der Regel über einen Gemeinschaftspool in zentraler Lage. Das Gleiche gilt für Ferienanlagen in der Provence und Ferienparks an der italienischen Adria. In Deutschland kann man freien Tage vor der charaktvollen Kulisse der Alpen, dem UNESCO-Weltnaturerbe Wattenmeer oder der unaufdringlichen Schönheit der deutschen Mittelgebirge verbringen.

Viele Urlauber schätzen die Vorteile von Ferienparks im Vergleich zu den Ressorthotels: Man ist in autark in einem mit einem kompletten Haushalt versehenen Bungalow (oder Appartement) untergebracht, so dass man sich vollkommen unabhängig verpflegen und den eigenen Tagesablauf planen kann. Anders als in einem Hotel hat hier jede Familie ihren eigenen kleinen Bereich, in den sie sich zum Entspannen oder Spielen zurückziehen können.

Zugleich befindet man sich aber inmitten eines Parks mit einer touristischen Infrastruktur, die dem Gast Angebote wie in einem Hotel präsentiert: Schwimmbad, Restaurants und Shopping-Möglichkeiten oder auch Events und Kinderbetreuung. Hier vereinen sich also Privatsphäre und Komfort inmitten der schönen Natur.

Dafür spricht auch vielfältiges Angebot an Unterkünften: In vielen Ferienparks gibt es neben Ferienhäusern auch Campingplätze mit Mobilhomes und Zelten. So kann man sich im Ferienpark je nach Anspruch und Budget die passende Unterkunft herausuchen. Auch mit Hinsicht auf die Anzahl der Reisenden ist man in Ferienparks völlig frei. Dank verschiedenster Unterkunftsgrößen kann man sich entweder im kleinsten Familienkreis, mit der Großfamilie oder sogar gemeinsam mit einer anderen Familie ins Abenteuer-Urlaub stürzen.

Dabei versprechen die Parks einen Rundum-Sorglos Urlaub, den man ganz nach den individuellen Bedürfnissen der Familienmitglieder zuschneiden kann.

Außerdem zeichnen sich Ferienparks durch einen hohen Standard aus. Während man bei privat vermieteten Ferienhäusern nie so genau weiß, was einen erwartet, ob es dort sauber ist und ob der Kühlschrank funktioniert, haben die renommierten Ferienhaus-Anbieter immer einen recht gehobenen Standard, was die Einrichtung und Ausstattung betrifft.

Ferienparks richten sich oft an Familien mit Kindern, da es besonders viele Attraktionen für Kinder gibt sowie die Option für kleine Besucher, Gleichaltrige kennenzulernen, im Urlaub ganz leicht neue Freundschaften zu schließen und gemeinsam Spaß zu haben. Kinder-Angebot ist meistens großartig: Ausflüge zum Schafbauernhof, Bastelnachmittage, Mini-Disco etc. Viele Parks sorgen außerdem mit großen Abenteuerspielplätzen oder sogar Indoor-Spielplätzen sowie mit Spiel- und Kletterhallen für Schlechtwetterzeiten für gute Laune. Hier und da finden sich sogar Streichelzoos oder Wasserspielplätze. In einer Vielzahl an Ferienhausparks steht für den Familienurlaub auch ein Animationsteam bereit. Die Kinderclubs vom Rommpotpark (Koos Kids Club), von Landal GreenParks (Bollo-Club) und vom Ferienpark De Krim sind für ihre tollen Kinder-Aktivitäten bekannt.

Aber auch die Sicherheit der Kleinen steht in den Unterkünften vieler Ferienparks im Mittelpunkt. Oft werden Unterkünfte mit kindersicherer Einrichtung wie Treppengitter, Steckdosenschutz und Co. angeboten, es stehen Babybetten zur Verfügung und manchmal gibt es sogar Kindermöbel. Hier kann man sich darauf verlassen, dass das Urlaubszuhause voll und ganz auf das Spielvergnügen der kleinen Urlauber ausgerichtet ist. Gleiches gilt auch für die weitläufigen Außenanlagen der Parks.

Während die kleinen Entdecker also professionell betreut werden, können sich die Erwachsenen im Bunde für den besonderen Wohlfühlfaktor den oftmals angebotenen Wellness-Aktivitäten widmen oder sich in Ruhe Freizeitbeschäftigungen wie Billard, Bowling oder Bogenschießen hingeben.

Einer der Vorteile der Ferienparks ist auch, dass sie sich oftmals in der Nähe von wunderschöner Natur oder am Meer befinden, sodass sich leicht Ausflüge mit dem Rad oder zu Fuß in die schöne Umgebung unternehmen lassen. Hier kann man seinen Urlaub abseits vom Massentourismus genießen.

Aber für einige Urlaubserlebnisse sind Ferienparks nicht geeignet: Wer Land und Leute kennenlernen möchte und sich auf Entdeckerurlaub eingerichtet hat, für den sind die mehr oder weniger „geschlossenen“ Urlaubswelten der Ferienparks nicht der richtige Ort. Ruhe und Abgeschiedenheit muss man auch nicht erwarten. Auch die Überwachung durch das Sicherheitspersonal kann als unangenehm empfunden werden. Darüber hinaus können die Kosten für den

Aufenthalt durch die vielen Inklusivleistungen deutlich höher ausfallen als bei Urlaub im Hotel.

Zusammenfassend kann man sagen, dass Ferienparks an verschiedenste Bedürfnisse angepasst sind und ihre Möglichkeiten schier grenzenlos sind. Unterkünfte in nahezu jeder Preiskategorie, eine gesellige Atmosphäre und eine hervorragende touristische Infrastruktur machen Ferienparks in Europa zu beliebten Urlaubszielen.

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В статье раскрывается понятие туристической дестинации *Ferienpark* (буквально – парк для отдыха) как совокупности объектов для отдыха, обладающих необходимой инфраструктурой для размещения, питания, развлечений, познавательной и оздоровительной деятельности. Особое внимание уделяется достоинствам известных европейских парков и преимуществам отдыха в данной дестинации.

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AS REPÚBLICAS DE GÉNOVA E VENEZA E A SUA CONTRIBUIÇÃO PARA O INÍCIO DAS GRANDES NAVEGAÇÕES MARÍTIMAS PORTUGUESAS

Sabe-se muito bem que os portugueses foram os primeiros a flutuar o mundo de cima para baixo. No entanto, quais são as principais razões que as levaram a iniciar estas flutuações e como é que as repúblicas marítimas de Génova e Veneza se encaixam?

O principal objectivo desta pesquisa é definir seja o ambiente político e económico que o estado da Europa do Sudeste entre os séculos XV e XVI e descobrir os pretextos gerais que levaram os portugueses a iniciar as suas viagens e flutuações mais conhecidas como as Grandes Navegações Marítimas.

O período das Grandes Navegações Marítimas tem uma história muito longa para começar. É preciso dizer que a visão do mundo do homem que viveu naqueles tempos sombrios diferia tanto da nossa. Este tempo é caracterizado como um tempo de grandes superstições e de completa inconsciência do mundo. A informação de terras distantes como a Ásia era levada de boca em boca pelos poucos viajantes e por isso era muitas vezes confusa e completamente fantasiosa.

Em contraste, os relatos de viagens na Ásia eram numerosos e detalhados. As descrições perspicazes de Marco Polo gozavam de grande popularidade, eram as mais completas e ricas, mas referiam-se apenas ao mundo sino-asiático no final do século XIII, a época das suas viagens.

A riqueza e autenticidade destas obras coexistiram, contudo, em pé de igualdade com as histórias imaginárias de Sir John Mandeville, dum viajador famoso daquela época. A sua descrição de homens com cabeças e caudas de cão atraiu tanta atenção e teve tanto sucesso como as explicações de Marco Polo sobre os vários usos da “pedra negra” pelos chineses. Sem critérios para julgar a veracidade das notícias, os europeus receberam tudo com a mesma credulidade. Sendo muito fantásticos e icréveis, todos estes trabalhos desempenharam um papel importante, despertando o interesse no Oriente e influenciando directamente a imaginação dos primeiros exploradores. Só que, nessa altura, a ideia da esfericidade da Terra, que pertencia a um erudito inglês John Hollywood, tornou-se generalizada.

Assim, em vésperas das grandes descobertas geográficas, a Europa tinha ideias confusas, incompletas, por vezes antagónicas, por vezes imaginárias ou enganosas sobre o resto do mundo, completamente inconscientes da existência de outras terras para além das chamadas genericamente Índias, que incluíam a própria Índia, China e Japão que já foram descobertas graças às viagens de Marco Polo.

No século XV, a Europa já tinha atingido a maturidade económica. O Mediterrâneo centralizou as relações comerciais marítimas de um continente cuja produção foi responsável por satisfazer a maior parte da procura. O Norte de Itália tinha o maior e mais variado nível de actividade económica, e as suas famosas cidades destacavam-se como grandes centros comerciais.

Génova e Veneza eram potências navais respeitadas, e os seus navios navegavam em todas as direcções, dominando o comércio de cabotagem desde os portos do Mediterrâneo oriental até à Península Ibérica e daí atravessando o Estreito de Gibraltar até ao Mar do Norte, chegando ao Norte da Europa. Florença possuía a maior casa bancária da Europa, os Médicis, e, juntamente com Milão, a indústria de exportação mais promissora.

As dimensões deste mercado cresceu imensamente quando houve uma mudança do comércio interno para o externo, e nisto teve origem o domínio

económico das cidades italianas. Através deles, a partir do século XIII, os europeus receberiam algo muito específico do Oriente: mercadorias. Estas eram na sua maioria especiarias e bens de luxo, inexistentes na Europa ou de qualidade muito superior, como no caso das sedas persa e chinesa do que as italianas.

Eram raros, procurados e apenas disponíveis no mercado após uma longa, intrincada e perigosa viagem do Oriente para o Ocidente, o que justificava em parte os seus preços elevados. A sua raridade, valor e qualidade reconhecida fizeram deles o pilar do comércio externo europeu, e a procura insaciável que prometia negócios lucrativos e lucros inigualáveis. Daí existe a invejável prosperidade económica das cidades italianas, especialmente Veneza e Génova, cuja riqueza derivou do seu monopólio sobre o fornecimento destes artigos.

Livrar-se dos preços exorbitantes cobrados pelos italianos era uma necessidade, e substituí-los no fornecimento destes artigos ao mercado europeu seria a recompensa sonhada por todo o esforço gasto na procura do Oriente. Esta busca impunha apenas uma alternativa: a marítima, e isto exigia o confronto dos oceanos.

Além disso, com a conquista de Constantinopla pelos turcos otomanos em 1453, os impostos pagos para chegar ao Oriente tornaram-se mais elevados. A única solução era contornar o continente africano para chegar às 'Índias' sem passar por Constantinopla. E Portugal foi o primeiro país a lançar efectivamente o projecto das Grandes Navegações nos séculos XV e XVI. Este espírito pioneiro ficou a dever-se a vários factores.

Em primeiro lugar, o país fica muito próximo ao mar e tem a experiência de pesca que pertence à famosa escola de Sagres, que foi um centro de estudos náuticos.

Também pode-se dizer que Portugal se distinguiu perante outros países por já ter um porto, na cidade de Lisboa, que ligava o comércio entre o Mar Mediterrâneo e o Norte da Europa, ou seja, já tinha alguma experiência marítima.

Restava desenvolver o conhecimento da navegação marítima que existia nessa altura. As bússolas trazidas da China foram melhoradas, novos mapas foram feitos pelos cartógrafos mais conhecidos, e a construção de caravelas – navios ligeiros com velas triangulares – começou, permitindo aos ibéricos enfrentar o Oceano Atlântico.

Para serem chamados de pioneiros marítimos, os portugueses precisavam de quase um século, mas este feito foi realizado no início do século XIII, quando os lados de África foram finalmente alcançados e no ano de 1415 os lusofonos conquistaram a cidade de Ceute. Daquel momento Portugal iniciou uma nova época global mais conhecida como a época das Grandes Navegações marítimas.

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Артыкул раскрывае праблемы, якія існавалі на эканамічна-палітычным поле Еўропы ў сферы развіцця гандлёвых стасункаў з пачатку XIII-га да сярэдзіны XV ст. Аўтар ставіць мэтай абагульніць асноўныя перадумовы і прычыны, якія падштурхнулі Партугалію пачаць шукаць новыя спосабы заваявання замежных рынкаў Паўднёвага і Бліжэйшага Усходу ды Азіі праз выкарыстанне і развіццё невядомых раней марскіх шляхоў.

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EL PAPEL DE LAS EMPRESAS TRANSNACIONALES EN LA ECONOMÍA MUNDIAL

La globalización de la economía se caracteriza actualmente por un aumento constante del número de ETN y su importancia en el ámbito internacional. Las condiciones de globalización económica llevan al hecho de que casi todas las empresas nacionales verdaderamente grandes se integran en la economía mundial, convirtiéndose así en una transnacional.

Una sociedad transnacional es un grupo de personas jurídicas interrelacionadas, sus representaciones y filiales establecidas y operadas de conformidad con la legislación de varios (dos o más) Estados, caracterizadas por la existencia de una estructura central que administra de manera unificada a todos los miembros del grupo mediante la participación en las relaciones de propiedad mediante la participación predominante en el capital social de la sociedad matriz y las filiales [1].

Se cree que en los últimos doscientos años el papel de las multinacionales ha cambiado. Por ejemplo, en el siglo XVIII, las corporaciones se crearon para

servir al bien público. En la era de la revolución industrial estadounidense, las corporaciones se crearon para construir ferrocarriles, puentes, carreteras o la Marina. Por lo tanto, las corporaciones fueron percibidas como una herramienta para realizar una tarea específica. Las corporaciones se crearon por un período limitado de tiempo y con un propósito público específico. Al expirar el plazo establecido, la Corporación desapareció y los bienes construidos pasaron a ser propiedad pública.

Sin embargo, la realidad cambió en el siglo XIX. La decisión de convertir a una Corporación en una entidad legal cambió la naturaleza de las corporaciones: de una autoridad financiera, se convirtieron en un miembro legítimo e igualitario de la sociedad desde el punto de vista de la ley. Sin embargo, las empresas transnacionales son parte integrante de la economía globalizada actual, y la tendencia muestra que en el futuro el papel de las ETN aumentará.

En este período, la economía mundial y el comercio internacional están cada vez más condicionados por la globalización. La importancia de las empresas transnacionales en las relaciones económicas internacionales se considera de manera diferente, pero en todos los Estados se reconoce el hecho de que las ETN tienen una capacidad muy amplia y un crecimiento constante de sus actividades fuera de las fronteras nacionales. Las ETN también desempeñan un papel importante en las inversiones de capital en las economías nacionales de los países. Las actividades de las ETN siempre se evalúan de manera diferente, desde una evaluación extremadamente positiva hasta una evaluación extremadamente negativa de su funcionamiento.

Muchos Estados indican que la propiedad y el control de sectores económicos clave pasan a manos de empresas extranjeras, lo que tiene un impacto significativo en la soberanía política y en el cambio de los valores socioculturales.

Un gran número de Estados, especialmente los países del tercer mundo, están interesados en aumentar la independencia económica y estimular las empresas nacionales. Para tal fin, deben cambiar la especialización industrial del país en el ámbito internacional o aumentar su participación en las ganancias de las ETN. A su vez, las corporaciones internacionales que tienen un poder financiero considerable pueden resistir los atentados contra sus ingresos mediante la organización de una presión de poder sobre los países anfitriones.

Otra cuestión compleja y controvertida es la relación de las ETN con los gobiernos nacionales. En la actualidad, un número cada vez mayor de gobiernos que han tratado de limitar las actividades de las ETN están empezando a considerar a las empresas internacionales como un medio para fortalecer las posiciones nacionales y desarrollar las ventajas estatales. En la actualidad, las ETN son el instrumento más importante de influencia económica y política

exterior, y el estado no puede dejar de utilizar esto en su beneficio para su aprobación en el escenario mundial.

Dado que las ETN son internacionales por su naturaleza, también cumplen la función de diplomacia en el ámbito de las relaciones internacionales, en la que actúan como agentes políticos que tienen un gran potencial. Las actividades de las ETN fuertes, cuyo poder económico supera el potencial de muchos Estados, cambian cualitativamente el sistema de gestión de la economía mundial. A mediados del siglo XX, los principales reguladores del orden económico mundial eran los gobiernos de las potencias fuertes, pero a principios del siglo XXI, además de los gobiernos nacionales, las relaciones económicas internacionales estaban influenciadas por las principales ETN y organizaciones supranacionales, como el fondo Monetario internacional, el Banco Internacional de Reconstrucción y Fomento, etc.

Uno de los factores positivos de la influencia de las ETN es que los países receptores se benefician de las corrientes de inversión. La amplia atracción de capital extranjero contribuye a reducir el desempleo en el país anfitrión y aumentar los ingresos del gobierno. Al crear la producción en el país de aquellos productos que antes se importaban, no es necesario importarlos. Las empresas que producen productos competitivos en el mercado mundial y se centran principalmente en la exportación contribuyen en gran medida al fortalecimiento de la posición de comercio exterior del país.

Debido a la transnacionalización de las actividades, los riesgos económicos disminuyen para las empresas, pero aumentan para el país anfitrión. Las empresas transnacionales pueden mover libremente su capital fuera de un país con dificultades económicas y políticas.

Por un lado, muchos perciben a las corporaciones globales como una fuerza positiva que promueve el crecimiento económico, el empleo, la disminución de los precios y la disponibilidad de una amplia gama de productos. Por otro lado, muchos observadores ven a las corporaciones como grandes empresas que explotan a los trabajadores, dañan el medio ambiente y violan los derechos humanos, y también son procesadas por cualquier infracción contra la ley. Sin embargo, no hay duda de que las empresas con participación extranjera en los países en desarrollo son un elemento clave del crecimiento económico. La presencia de empresas transnacionales puede afectar los niveles de ingresos, el empleo y mejorar el nivel de vida. Por lo tanto, las corporaciones como una herramienta sirven al crecimiento económico de todos los países del mundo, pero al mismo tiempo influyen en diferentes áreas de la vida para aumentar sus ganancias, fortalecer el apalancamiento y el apoyo.

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В статье описывается роль транснациональных корпораций в мировой экономике в связи с глобализацией хозяйственной жизни. Автор раскрывает положительные и негативные стороны влияния транснациональных корпораций на экономику государств, а также международные экономические отношения в целом.

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**NATURAL CONDITIONS OF THE BREST REGION
FOR THE DEVELOPMENT OF ECOTOURISM**

Ecotourism is travel to places with relatively untouched nature to get an idea of the natural and cultural and ethnographic features of the area, without violating the integrity of ecosystems.

This article aims to assess the potential of the Brest region to give prospects for the development of ecotourism.

The central position of the Brest region in Eastern Europe, small distances between interesting natural objects and dense roads are significant for tourism [1]. The most important railway and road routes from the states of the former USSR pass through the territory of the region to the countries of Eastern and Western Europe, which is a favorable factor for the development of international tourism.

The modern relief of the Brest region is characterized by the predominance of plains and lowlands, which are located at elevations of 140–180 m. In the northern part of the Brest region, which is called “regional Switzerland”, there are steep slopes, deep and narrow river valleys, springs. Almost all geo- and forest-landscape diversity of Belarus is represented in this zone [2].

The west of the Brest region can attract with a variety of eolian and biogenic landforms, the most interesting for the development of school tourism. All biogenic landforms are divided into zoogenic (beaver dams and huts, anthills, molehills, nesting heaps, etc.) and phytogenic (peat formations, tussocks, tree mounds, etc.).

In the Mikashevichi quarries, where granite is mined from a crystalline basement, during the usual excursion tour you can get acquainted not only with the external geological formations of our country, but also directly assess the internal structure of the Earth as a planet. On occasion, you can even find the bone of a mammoth, woolly rhinoceros or other prehistoric animal. These places are of interest for the development of school tourism.

The conditional triangle Kamenetz – Pruzhany – Kobrin can be considered the Polesie capital of stone idols in Belarus. Three-faced idols and the most massive idol on the territory of Belarus – Butkovsky were found here [2]. Areas with fossil remains, amber, boulders, stone idols will impress any tourist.

Minerals. Along the banks of small rivers, one can see iron boulders of zhelvaki (soft ochre iron ore), which gives the water of reclamation canals a reddish-red color. Such red rivers are common in the Ivatsevichi, Lyakhovichi, Gantsevichi districts. From a helicopter, you can admire the “milky white” rivers near the Kabakovskoye chalk deposit in the Berezovsky district. Gorodnaya (Stolin district) can be considered the capital of Belarusian potters because of a magnificent “range” of local deposits of clay, including black and white [1].

Amber containing anthropogenic deposits are traced in a wide band from Brest to Mikashevichi. The amber of the Brest region, according to M. A. Bogdasarov, is of industrial interest. It is widely used in jewelry, electronics, medicine, and scientific technologies. The most ancient DNA samples have been obtained from insect remains encased in amber [3].

The climate is temperate continental with the predominant influence of maritime air masses. Cyclones moving from west to east bring warm, moist air in winter, and cool weather with rain in summer [1]. Seasonality is one of the main features of the climate of the Brest region. The mildness of the climate (not hot summers and relatively warm winters), combined with beautiful landscapes (especially in summer and autumn) and natural phenomena (birds wintering on non-freezing water bodies, river floods, etc.), can attract tourists all year round.

The hydrographic network (dense and connected by navigable channels) is favorable for water boat tourism. The rivers of the Brest region have a slight slope and an average speed of water flow, which is safe for beginners. During large spring floods, all tributaries of the Pripyat merge and form the total body of water up to 30 km wide, which can be used for seasonal tourism [2].

Mesotrophic lakes, with clear water and beautiful emerged vegetation, are attractive. The coastal strips of lakes have accessible approaches to water. The water channels of the Oginsky and Dnieper-Bugsky areas are used for ecotourism purposes.

The lakes of the Brest Polesie and the rivers Mukhavets, Lesnaya, Pravaya Lesnaya are suitable for fishing and swimming. Individual and organized water tourism on the Western Bug (kayaks, boats), as well as dynamically developing equestrian and cycling tourism are becoming increasingly popular [4].

Mineral waters and mud make it possible to combine treatment with these natural remedies with physiotherapy in sanatoriums, dispensaries, and rest homes, which contributes to the development of health and medical tourism.

Swamps serve as a biological filter. Bog vegetation and peat absorb many chemical elements, soften the climate, humidify the air, smooth out seasonal and daily temperature fluctuations. Cranberries grow in raised bogs. Plain expanses of meadows and a variety of herbaceous plants and rare species of birds attract active tourists.

Forests are a zonal type of vegetation. A mixture of taiga, subtaiga elements with representatives of European broad-leaved forests is especially characteristic of the Belovezhskaya Pushcha [2], which suits for active tourism and recreation.

Even an incomplete analysis of literary sources on the natural resources of the Brest region shows that the region has a huge natural potential for the development of all types of ecotourism.

There is a huge number of publications of teachers and graduates of the Faculty of Natural Science of Brest State A. S. Pushkin University, which reveal a huge scientific potential for the generalization and systematization of information about the natural resources of the Brest region for the development of ecotourism here.

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Показан потенциал Брестской области для развития экологического туризма.

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BRONNAYA GORA. TRAGEDY AND MEMORY

During the Great Patriotic War, more than two million citizens of the BSSR died. Significant parts were representatives of Jewish nationality. During the occupation, the Nazi authorities carried out a reduction of the local population through mass extermination. For these purposes, special institutions called Death Camps were created. One of these camps is Bronnaya Gora. It was there in 1942–1943 that about 50 thousand people, mostly Jews, were killed.

In the spring of 1942, the clearing, which was located 400 meters northwest of the Bronnaya Gora station, was surrounded on all sides by barbed wire. Warning posters appeared on the approaches to it in Russian and German: “Caution! Life-threatening. It is forbidden to pass further. Patrols shoot without warning.”

People were brought here from the surrounding villages to dig holes. Explosions were often heard, pillars of earth flew up. People did not know what all this was done for. Many believed that the Germans would conduct military construction work here.

Mass actions of extermination of Brest Jews began in the summer of 1942. Already in July 1942, about 26.5 thousand people were shot on Bronnaya Gora, 10.5 of them from Brest [5, p. 45].

In June 1942, the first five echelons arrived with the doomed people. The first one arrived from the Bereza-Kartuzskaya station and consisted of 16 wagons. The second echelon was from Drogichin, Yanov and Gorodets stations and included 46 cars. The third and fifth echelons with 53 cars arrived

from Brest, and the fourth, 18 cars, from Pinsk and Kobrin. All the cars were filled to the top with people; there were more than 200 of them in each.

One of the witnesses of the tragedy that happened on Bronnaya was Roman Novis, who worked as the head of the railway station before the war, and during the occupation was transferred to the position of switchman. From his testimony to the Extraordinary State Commission for the Identification and Investigation of the Atrocities of the Nazi Invaders:

“..The cars of the arriving echelons were closed. All five echelons were taken to the branch line that departs from the Bronnaya Gora station... at a distance of 250–300 meters from the central road. Near the branch, where six large pits were previously prepared, each approximately 25 to 30 meters long, 10–12 meters wide and 4 meters deep, citizens were discharged. Corpses were also thrown out of the wagons. I believe that the dead could only appear from exhaustion and a strong crush, especially with little air access.

The citizens discharged from the wagons were forced to take off their outer clothing and underwear, i.e. everyone, men, women and children, undressed to the naked. After that, the fingers were examined, the rings were removed. After such a thorough check, naked people were taken one by one to the pits and lowered down the stairs. In the pits, they were placed face-to-face next to each other, when the row was completely filled, machine guns were fired. After that, the second, third row was placed in the same way until the pit was filled” [1, p. 86].

In September 1942, new pits were dug on the glade. From Beryoza side there was a train with 25 cars packed to the top with Jews. As in the first time, people were put in rows and shot until the pit was completely filled.

On October 15, 1942, by the order of Himmler, the final liquidation of Brest ghetto began. The Germans broke into houses in search of those hiding, took them out into the street and immediately shot them. Some Jews, not wanting to die at the hands of the invaders, killed themselves and their children. The rest, under escort, were taken to the fortress, where they were loaded onto trains and sent to Bronnaya Gora, where death awaited them.

In total, 186 wagons with Soviet citizens who were shot arrived at the Bronnaya Gora station. The echelons were sent back to their place of departure. On the way back, the clothes of the executed were in the cars.

According to many testimonies, all the precious items, mostly made of gold, taken from the prisoners of the Death Camp, were secretly sent to Germany by two large passenger cars.

However, neither the barbed wire nor the guards could hide the terrible secret of Bronnaya Gora. The population saw how thousands of people were being led to execution, and sympathized with the doomed. Many locals, risking their lives, hid escapees. During the next execution, one woman managed to

escape. Wounded, she barely made it to the nearest village with the name Bronnaya Gora. Local residents sheltered the surviving victim at their own risk. After learning about this, the Germans decided to remove unwanted witnesses. Almost the entire population of the village, which was about a thousand people, was shot.

In 1944, the Germans, feeling that the time of the occupation regime was ending, and the hour of reckoning was approaching, began to cover up the traces of their atrocities. In March, the glade was again cordoned off; about a hundred free citizens were driven from nowhere. They were placed at the station, where they were strictly guarded. Later they were ordered to dig up the graves, and the corpses were piled on special platforms and burned. The work lasted 13–14 days, and during all this time there was an unbearable stench over Bronnaya Gora. 48 military barracks, which had already become unnecessary, were dismantled and used as firewood. Eyewitnesses, in particular the switchman Roman Novis claimed that a liquid burning blue at night was also used when burning corpses.

The ash was buried in the ground, and the burial mounds were leveled to the ground. The people who carried out the work were also shot as witnesses of the incident. In order to hide the crime scene, the Germans planted young birch trees and shrubs on the glade.

Later, the Extraordinary Commission for the Identification and Investigation of the Crimes of the Nazi invaders found that more than 50 thousand people were killed on Bronnaya Gora in those years.

Preserving and perpetuating the memory of the Great Patriotic War is an important task of the Belarusian people. Currently, special attention is paid to this problem. Bronnaya Gora did not stay away. Often there are rallies in memory of the victims of the Holocaust. Valery Smirnov, a member of the literary association “Krynitsa”, dedicated his poem “Cries from Bronnaya Gora” to the memory of the fallen, to the memory of the prisoners of Bronnaya Gora in 1971.

In 1992, the first monument was erected on Bronnaya Gora. A boulder stone with a plaque testified that 50 thousand Soviet citizens and citizens of other countries were killed by the Germans at this place.

On July 17, 1994, an obelisk topped with a bell was installed near the village of Bronnaya Gora. On June 7, 2007, a memorial plaque was installed on the pedestal of the monument with an inscription in four languages – Russian, English, Hebrew and Yiddish saying that this monument was erected in memory of the victims of Nazism.

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Автор уделяет особое внимание сохранению и увековечиванию памяти о Великой Отечественной войне как важной задаче белорусского народа. Показывает, что на территории Бронной Горы было уничтожено около 50 тыс. человек, преимущественно евреев.

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LENGUAS OFICIALES Y COOFICIALES DE ESPAÑA

Actualmente en el mundo hablan muchos idiomas. Hace muchos siglos la gente empezó a aprender idiomas para poder comunicarse, conocer la historia y cultura de otros pueblos.

En España que tiene una población de 47,39 millones de habitantes, se hablan diferentes lenguas, tanto oficiales, como dialectales y lenguas extranjeras (entre inmigrantes procedentes de otros países).

Hoy en día hay que darle al español la importancia y el lugar que se merece; lo hablan más de 577 millones de personas en todo el mundo, es la tercera lengua más utilizada en Internet tras el inglés y el chino, la segunda más utilizada en Wikipedia, Facebook y Twitter y la lengua extranjera más estudiada en Estados Unidos, según “El español en el mundo 2018” del Instituto Cervantes. Los expertos señalan que casi ninguna de las lenguas del mundo puede competir con el inglés por el derecho a ser considerada la principal lengua de comunicación transnacional. Sin embargo, es el idioma español el que tiene muchas posibilidades de ocupar el segundo lugar, a diferencia del francés, el alemán, el ruso, el italiano y el árabe.

Pero en España coexisten seis lenguas oficiales: castellano, catalán, valenciano, gallego, euskera y aranés (que tan solo cuenta con 2800 hablantes

nativos). La Constitución de 1978 reconoce la cooficialidad del español con estos idiomas en ciertos territorios del Estado español. España es un estado plurilingüe en el que convive el castellano con otras lenguas cooficiales diferentes. El segundo epígrafe del artículo 3 de la vigente Constitución Española establece que el resto de las lenguas españolas serán oficiales en sus respectivas Comunidades Autónomas [1, c. 3].

El objetivo de este artículo es analizar todos los idiomas oficiales y cooficiales de España. Aquí consideramos necesario aclarar que si una lengua se denomina cooficial y es estatal (oficial), su estatus es igual al de las demás lenguas oficiales.

Con la llegada de los romanos, todas las lenguas que coexistían en la época prerromana fueron desapareciendo y la única lengua que sobrevivió a la invasión romana fue el euskera (también conocido como “vascuence”). Sin embargo, muchas de las palabras utilizadas en la época prerromana se siguen usando en el castellano que conocemos hoy día.

Una vez instalados los romanos en la Península ibérica, se fueron instaurando por todo el territorio parte de su cultura y costumbres, incluyendo su lengua: el latín. Este periodo fue transitorio en España, ya que las lenguas prerromanas y el latín convivieron y compitieron hasta la victoria romana, instalando el latín como lengua en España.

Las lenguas de los antiguos países de dominio romano en diferentes partes de Europa se conocen como lenguas romances. Además, el latín sufrió distintas evoluciones siendo diferenciadas por distintas zonas geográficas. Como consecuencia aparecieron distintos dialectos y lenguas cooficiales coexistiendo en el territorio español, como pueden ser el catalán o el gallego.

Posteriormente, se produjo la famosa invasión árabe, que se prolongó durante varios siglos y fue la principal razón por la que la lengua española cuenta hoy con un número casi inapreciable de palabras procedentes del árabe.

Con el paso de los años, el latín inició una evolución gradual hacia la llamada lengua castellana, instalada en España a finales del siglo XIV. Se supone que esta lengua nació oficialmente en el norte de Castilla, de ahí el nombre por el que se conoce actualmente.

En resumen: el castellano es una lengua romance que nació como dialecto en Cantabria y contiene entre 3.000 y 4.000 palabras árabes. Tras la unificación con el Reino de Castilla y León, se convirtió en la lengua oficial del estado durante la Edad Media.

El castellano es la lengua más dominante y la única común para todas las regiones del país. En todas las instituciones públicas, organismos oficiales y centros educativos, el castellano es la lengua predominante.

La segunda lengua más hablada en España después del castellano es el catalán. Igual que el castellano proviene del latín. Se habla en Cataluña, las Islas

Baleares y la Comunidad Valenciana, donde se le llama valenciano. En las Islas Baleares, el dialecto se llama mallorquín, menorquín o ibicenco, dependiendo de la isla. También se habla en la zona del Alguer en Italia, el Rosellón en Francia y es la lengua oficial del Principado de Andorra. Según las estadísticas este idioma cuenta con 11,5 millones de hablantes. Existe una fuerte polémica sobre si el catalán y el valenciano son la misma lengua. La mayoría de los lingüistas coinciden en que el valenciano es un dialecto del catalán y que las polémicas sobre si son lenguas diferentes tienen un origen político. La lengua catalana en el País Valenciano recibe el nombre de valenciano por tradición histórica. El catalán y el valenciano comparten la misma gramática y son totalmente inteligibles. Por eso los hablantes del dialecto valenciano y de los otros dialectos del catalán se comunican perfectamente sin ningún problema.

El gallego es una lengua autonómica de Galicia, una lengua romance derivada del latín y estrechamente relacionada con el portugués. El gallego surgió alrededor del siglo IX d.C. como resultado de la evolución del latín en la Gallaecia romana sobre la base de varias lenguas celtas y paraceltas; posteriormente recibió también la influencia de las lenguas de los distintos pueblos que se asentaron en el territorio (suevos y visigodos y, en menor medida, árabes). Tras un período de esplendor en la época medieval, el gallego sufrió un proceso de sustitución por el castellano, que se prolongó a lo largo de los siglos y que se intensificó y agravó durante la dictadura franquista. A pesar de ello, sigue siendo la lengua más hablada por la población: el 88 % de los residentes la hablan habitualmente u ocasionalmente y el 94 % la entienden.

Desde 1983, año en que se aprobó la Ley de Normalización Lingüística, Galicia se encuentra en un proceso de recuperación de la lengua gallega, del que son responsables las administraciones públicas y numerosos organismos y entidades territoriales que tienen como objetivo promover el uso de la lengua gallega en la vida pública, la educación, la cultura, la economía y los medios de comunicación.

El euskera es la única lengua de España que no proviene del latín. Se habla en el País Vasco y en las zonas de Navarra y del sur de Francia. El origen del euskera sigue siendo un misterio, ya que es una lengua no indoeuropea. Por lo tanto, se considera una lengua aislada. Independientemente de su origen, es una lengua de extraordinaria antigüedad. Ya se hablaba en estas tierras peninsulares del norte cuando llegaron los romanos.

En los inicios de la lingüística había especialistas que se ocupaban, por así decirlo, de la cuestión vasca. Estos primeros vascólogos del siglo XVIII y, sobre todo, del XIX, formularon la primera hipótesis: el euskera habría sido una lengua hablada en toda o la mayor parte de la Península Ibérica prerromana. Aunque esta teoría fue ampliamente aceptada, hoy en día está completamente descartada, ya que el mapa lingüístico de la península antes de la conquista romana es bien conocido y los vascos sólo ocupaban una pequeña parte del norte.

Así, este enigma ha desafiado el trabajo de muchas generaciones de lingüistas. Se le ha asociado con las lenguas finougrias (finlandés, húngaro), con las lenguas uralo-altaicas (siberiano, centroasiático, turco) e incluso, durante mucho tiempo, con las lenguas africanas. Sin embargo, la teoría más aceptada es que está emparentado con las lenguas caucásicas que se hablan a lo largo de la cordillera que separa Europa y Asia. La cuestión del origen del euskera sigue estando lejos de resolverse.

Sólo el 1,26 % de la población española habla actualmente el euskera, y sólo el 0,9 % lo considera su lengua nativa.

El aranés es la última incorporación a las lenguas cooficiales de Cataluña. El aranés está estrechamente relacionado con el catalán, con el que comparte muchas características lingüísticas y un origen común.

El aranés se habla en el Valle de Arán en la provincia de Lérida (Lleida) y desde 2006 es una lengua cooficial en toda Cataluña, aunque se habla principalmente en esta región. Es una lengua minoritaria hablada por unas 3.000 personas.

En conclusión destacamos que España, como consecuencia de su historia, se formó como un país plurilingüe, posee una gran variedad de lenguas y dialectos hablados dentro de su territorio. La convivencia lingüística ha atravesado por fases más y menos difíciles y la situación particular de cada lengua ha experimentado procesos distintos. Pero las comunidades españolas trabajan cada vez más con el objetivo de preservar las lenguas como parte del patrimonio cultural del país.

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В статье раскрывается тема официальных языков Испании, начиная от их раннего происхождения и до признания данных языков государственными. Богатое языковое и диалектное разнообразие Испании является частью ее культурного наследия и пользуется особым уважением и защитой.

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STATUS OF JUDGE AND PEOPLE'S ASSESSOR

There are three branches of state power in the Republic of Belarus: legislative, executive and judicial. The theory of separation of powers ensures control over all power structures and allows for the normal management of public affairs. The branches of power interact with each other, restrain and balance each other, but it is worth noting that it is the status of the judiciary that ensures the theory of the separation of powers. This concept is reflected in most democratic countries.

The article is devoted to the judicial power in the Republic of Belarus, which is exercised only by courts represented by judges. Sometimes people's assessors participate in the administration of justice, involved in the procedure established by the Code on the Judiciary and the Status of Judges and other legislative acts. The main task of the judiciary is to protect the rights and freedoms of citizens from illegal encroachments. Justice is administered on behalf of the Republic of Belarus [1].

A judge is a person appointed to the position of a judge in accordance with the procedure established by the Code on the Judiciary and the Status of Judges in order to perform the duties of a judge on a professional basis. A judge is an official and must meet certain high special professional and moral requirements established by the legislation of the Republic of Belarus. A candidate for the position of a judge of general jurisdiction may be a citizen of the Republic of Belarus, at the age of twenty-five, who has a higher legal education, speaks Russian and Belarusian, and has at least three years of work experience. A candidate for the position of a judge of the Supreme Court of the Republic of Belarus must have at least five years of work experience. The profession of a judge is the most difficult legal profession, because judges have a lot of responsibility. A miscarriage of justice can affect the health, reputation and future life of one person or many people.

The legal status of judges is the legal and social position of judges as representatives of state bodies. The legal status of judges of the Republic of Belarus is enshrined in regulatory legal acts:

- Constitution of the Republic of Belarus.
- Code of the Republic of Belarus on the judiciary and the status of judges.

- The Law of the Republic of Belarus “On State Protection of Judges, Officials of Law Enforcement and Control (Supervisory) Bodies, Employees of the State Security Body”.
- Law of the Republic of Belarus “On Public Service in the Republic of Belarus”.
- Law of the Republic of Belarus “On constitutional legal proceedings”.
- Code of honor of a judge of the Republic of Belarus.

The code of honor of a judge of the Republic of Belarus will determine how a judge should behave. A judge must be honest and impartial in his professional activities. He must be tactful and respectful towards all participants in the trial. In litigation, the judge should speak as little as possible, be able to listen and ask leading questions in a timely manner. The judge should not give critical assessments. The judge may express his opinion in procedural documents [2].

Judges in the Republic of Belarus are appointed by the President of the Republic of Belarus. However, before becoming a judge, a candidate for the position of a judge must be attested. Certification is a verification and assessment of the professional level and other business qualities of a judge, carried out in accordance with the law when a judge is nominated for assignment of the first or next qualification class, appointment to a higher court. This procedure can be regular or extraordinary. A reference is drawn up for a judge subject to attestation by the Chairman of the relevant court. The characteristic must contain a full and objective assessment of the judge’s professional activities, his business and moral qualities, and the level of professional knowledge. Certification is carried out by the qualification board of judges, which gives an opinion. Based on the results of the attestation of a judge, an attestation sheet is drawn up. An obligatory part of the appointment to the position of a judge is the oath. The text of the judge's oath is contained in Article 82 of the Code on the Judiciary and the Status of Judges. After the oath, the judge is given a judicial mantle – a symbol of justice. The mantle must correspond to the description and size of the judge’s clothing established by law.

Citizens of the Republic of Belarus may be present at a court session and take part in the administration of justice as people’s assessors. The people’s assessor is involved in the procedure and cases established by the Code on the Judiciary and the Status of Judges and other legislative acts to participate in the activities of the court.

People’s assessors may be citizens of the Republic of Belarus, at the age of 25, who speak Belarusian and Russian. But there are situations when an individual cannot become a people's assessor. A person against whom there is a guilty verdict of a court cannot become a people’s assessor. Also, people’s assessors cannot be members of Parliament, senior officials of state bodies,

judges, prosecutors, employees of courts, state security bodies, internal affairs, clergy, etc [1].

The people's assessor is of great importance in the administration of justice, but is involved only in some cases. A people's assessor may be involved in the consideration of a case on a crime for which a punishment of more than 10 years of imprisonment or the death penalty is provided, as well as if the crime was committed by a minor.

Involving people's assessors in the administration of justice, citizens are automatically involved in the administration of the state. This indicates that the Republic of Belarus is a democratic, social state. Thus, state control over the administration of justice, a guarantee of judicial independence can be ensured. Executive committees select and draw up lists of people's assessors for the respective courts. Before drawing up lists of candidates, a preliminary selection is carried out. Labor collectives and public associations may nominate their members as candidates. The list of candidates may include persons determined by a random selection from the lists of citizens of the Republic of Belarus who have the right to participate in elections, a referendum, voting to recall a deputy. The inclusion of citizens of the Republic of Belarus in the lists of people's assessors may be carried out only with their consent. After compiling the lists, the executive committee requests, free of charge, from state bodies and organizations information containing the personal data of candidates. The Executive Committee, on the basis of the information received, ascertains the existence of circumstances that exclude the possibility of being a people's assessor. If a person meets the requirements of the law and gives his consent, then he is included in the list of people's assessors. This list is sent to the relevant prosecutor's office and the bar, which approves it. The approved lists of people's assessors must be sent to the appropriate courts no later than one month before the expiration of the powers of the people's assessors included in the previous lists.

People's assessors, as persons exercising justice, must take an oath. Only after taking the oath, people's assessors have the right to administer justice. The act of taking the oath is signed by the people's assessor and kept in the appropriate court. After this procedure, people's assessors receive a people's assessor's certificate and permission to administer justice.

The judge and the people's assessor constantly interact with each other. A people's assessor may not have a legal education, he may not have a deep knowledge of the laws, and he carries out his activities only on the basis of morality and well-established life values. In this regard, the judge considering a specific case must explain the features of this case to the people's assessor. When pronouncing a verdict, the judge listens to the opinion of the people's assessors. But do not forget that the judiciary is independent. That is why the

judge is not obliged to agree with their statements regarding the case before them [2].

Today it is difficult to imagine our life without a branch of the judiciary. Only courts and judges can ensure justice and impose punishment on people who violate the law, and, accordingly, peace of mind of citizens and other persons located on the territory of the Republic of Belarus. The involvement of people's assessors in the activities of courts is an equally important fact in the administration of justice. Thus, it is necessary that the status of a judge and a people's assessor comply with the legislation of the Republic of Belarus.

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В статье раскрываются особенности статуса судей и народных заседателей, которые определяются Конституцией Республики Беларусь.

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THE ROLE OF ECOTOURISM IN MODERN TOURISM

Today, tourism is a widespread phenomenon. Almost every inhabitant of the planet faced tourism, and for some, travel has become an integral part of life. Among all the various types of tourism, special attention should be paid to ecotourism. This type of tourism is interesting because it is not limited to meeting people's need for recreation, it also helps to solve many other significant and even global problems.

Ecotourism is a combination of ecology and tourism. Most often, ecotourism is considered as an active form of recreation based on the rational use of natural resources. It involves the rejection of the cult of comfort, mass communications, accessibility and consumption of numerous tourist benefits. Instead, a new system of values is instilled: contemplation of nature, spiritual

enrichment from communication with it, involvement in the protection of natural heritage and support for the traditional culture of the local population [2, p. 65].

Nowadays there are many definitions of ecotourism and the same set of terms (green tourism, soft tourism, nature tourism, ecotourism, etc.). However, there is a certain similarity between all these definitions and terms. This similarity is reflected in the basic principles of ecotourism: familiarity with wildlife, with local customs and culture; minimizing the negative consequences of an ecological and socio-cultural nature, maintaining the environmental sustainability of the environment; promoting the protection of nature and the local socio-cultural environment; ecological education and enlightenment; the participation of local residents and their receipt of income from tourism activities, which creates economic incentives for them to protect nature; economic efficiency and contribution to the sustainable development of visited regions [1, p. 44].

Ecotourism is the only type in the tourism industry that is interested in preserving its main resource – the natural environment or its individual components (natural monuments, rare or relic species of animals or plants, etc.) [2, p. 23]. When the local population is involved in the process of ecotourism, they also become interested in a more rational use of natural resources.

Ecotourism is one of the fastest growing sectors of the world economy, the growth of ecotourism in the world, according to experts, is 20–30 % per year. Before the 2020 pandemic, the industry brought in up to \$1 billion a day; about a third of all tourists in the world are ecotourists.

Leading ecotourism host countries are Laos, Kenya, Tanzania, Ecuador, Costa Rica, Nepal, Australia, New Zealand and South Africa. In the countries of Europe and the USA, ecotourism has become domestic tourism. Residents of these countries often do not travel abroad, but travel around their homeland. The objects of their interest are mainly national parks and reserves. In some developing countries (Kenya, Ecuador, Costa Rica, Nepal) ecotourism is the main source of income from abroad. Even in countries where the tourist flow is relatively small, ecotourism can play an important role in the economy of certain regions or localities. A good example is the Galapagos Islands National Park, where tourism is an important source of income not only for the park, but also for other protected areas in the region [1, p. 123].

Over time, ecotourism has become such a global phenomenon that today it is not only a subspecies of tourism, but also it has its own subspecies (scientific, educational and recreational) and it can be considered almost a separate industry. Many of the principles and goals of ecotourism have had a strong influence on other types of tourism, and have also become an integral part of

them. Ecotourism today includes all types of tourism and recreation that do not harm the environment, but take care of it and enjoy it. It can be both passive tourism, and active and even extreme, the main thing is that it does not contradict the principles of ecotourism and shares them.

Since ecotourism is a combination of ecology and tourism, it initially had two important functions: meeting people's needs for rest and recreation, as well as a gradual exit from the ecological crisis to the path of sustainable development. This development must be achieved by meeting the vital needs of the present generation without depriving future generations of such an opportunity. When solving these two problems, other related results are also achieved: environmental education and enlightenment of the population appear; local residents receive jobs and, consequently, income from tourism activities, which creates economic incentives for them to protect nature; it also creates economic efficiency and contribution to the sustainable development of the regions visited by ecotourists.

In conclusion, ecotourism combines three functions: recreational, ecological and economic. This makes it not only a unique type of tourism, but also determines its significant role and contribution to the development of the modern tourism industry.

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В статье раскрывается значение экотуризма и его роль в современной туристической сфере. Автор определяет главные отличительные черты экотуризма от других видов туризма, также рассматриваются его основные принципы и функции и оценивается их влияние на современную туристическую сферу.

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DEUTSCHE PROPAGANDA IN BELARUS 1941–1944

Propaganda findet ihre Verwendung schon seit der Antike als Mittel der Meinungsbeeinflussung im Krieg, etwa in Form von Reden oder Liedern. Seit dem Ersten Weltkrieg werden in allen größeren kriegerischen Auseinandersetzungen Medien als Mittel der Propaganda gezielt und umfassend eingesetzt. In vorliegendem Artikel werden die Rolle und der Einsatz von NS-Propaganda während Besatzung von Belarus aufgezeigt.

In der Wehrmacht wurde noch vor dem Zweiten Weltkrieg ein großer Wert auf die Kriegspropaganda gelegt. Bereits kurz nach der Machtübernahme Hitlers 1933 wurde das Reichsministerium für Volksaufklärung und Propaganda (RMVP) unter der Leitung von Joseph Goebbels gegründet. Rundfunk, Presse und Filmwirtschaft wurden ihrer Freiheiten beraubt. Sie gerieten unter staatliche Kontrolle und hatten der nationalsozialistischen Ideologie zu folgen. Ab 1939 lenkte das RMVP die deutsche Propaganda im Ausland.

Als die Wehrmacht am 22. Juni 1941 die Sowjetunion überfiel, beteiligten sich daran auch in die militärischen Formationen integrierte Propagandaeinheiten. Diese Propagandakompanien und -abteilungen mit insgesamt etwa 3.500 Mann Personal hatten im Vorfeld des Überfalls rund 30 Millionen Flugblättern erhalten, die sich an die Soldaten der Roten Armee und die Zivilbevölkerung in den zu erobernden Gebieten richteten. Die Propagandisten verbreiteten die Aufrufe mit speziellen Propagandageschossen oder mit Hilfe von Flugzeugen über der gegnerischen Front und dem sowjetischen Hinterland. Ergänzend zu diesem massiven Flugblatteinsatz setzte mit dem Überfall eine intensive Radiopropaganda ein, die sich ebenfalls an die sowjetische Seite richtete. Bis Ende 1941 stieg die Zahl der im Krieg gegen die Sowjetunion eingesetzten Flugblätter auf über 430 Millionen [2]. Darüber hinaus nutzten die Wehrmacht und später die zivile Besatzungsverwaltung auch Plakate, Zeitungen, Rundfunksendungen, Filme, Ausstellungen oder Redner, um die gegnerischen Soldaten, Kriegsgefangene und die Zivilbevölkerung in den besetzten, umkämpften oder noch zu erobernden Gebieten zu beeinflussen.

Dieser beispiellose Einsatz von Propagandamaßnahmen zeigt, welch hohen Stellenwert die deutsche politische und militärische Führung der Propaganda im Krieg gegen die Sowjetunion beimaß. Kriegführung und Besatzungspolitik in der Sowjetunion waren nicht nur von Terror, Mord und brutaler Repression gekennzeichnet, sondern auch von einem kontinuierlichen und massiven

Einsatz von Propagandamaßnahmen, der stetig ausgebaut und bis zum Rückzug mehrfach den veränderten kriegs- und besatzungspolitischen Anforderungen angepasst wurde.

Auf dem Territorium von Belarus spielte die NS-Propaganda auch eine besondere Rolle bei der Verbreitung politischer Ideen mit dem Ziel, das Bewusstsein des belarussischen Volkes in bestimmter Weise zu beeinflussen und aus belarussischer Bevölkerung ein willfähiges „Hilfsvolk“ zu machen. Die Einwohner von Belarus sollten demnach im Kampf gegen Partisanen helfen, die deutschen Okkupanten voll mit Lebensmitteln versorgen und sich „freiwillig“ nach Deutschland als Arbeitskraft melden. Die sowjetische Gesellschaftsordnung wurde als Hauptfeind dargestellt. Da der Nationalsozialismus und der Kommunismus die gegensätzlichen politischen Systeme waren, stellten sich die deutschen Nationalsozialisten ein Zweck: Kommunismus muss abgeschafft sein. Deshalb wurde die antikommunistische Propaganda auf dem besetzenden Territorium verbreitet. Die Eindringlinge wurden als „Befreier“ von tückischem Kommunismus dargestellt. Sie sollten ins „neue Europa“ eine glücklichere Zukunft bringen.

Für Propaganda wurden verschiedene Mittel benutzt: zahlreiche Plakate, Zeitungen, Flugblätter, Filme und Rundfunk dienten dazu, die „neue Ordnung“ und die nationalsozialistischen Ideen zu verbreiten. Die Propagandainhalte stellten traditionelle für Europa antikommunistische, antisemitische und rassistische Stereotype vor. Die beabsichtigte propagandistische Wirkung entfalteten viele Aufnahmen besonders durch entsprechende Kontextualisierungen, Betextungen und Kommentare.

Die Propagandamittel spiegelten die Rassepolitik des NS-Regimes und wurden gezielt eingesetzt, um die „rassische Überlegenheit“ der Deutschen zu visualisieren oder den Krieg gegen die Sowjetunion zu legitimieren. Nach dem Großdeutschen Herrschaftsplan „Das neue Europa“ wurde das Bild eines freieren und glücklicheren Europas gezeigt. Ein großer Teil der Propaganda war die Formel der „Freiheit der Volkstümer“ und darum werden in der Propaganda völkische Inhalte benutzt, aber „der Rassenkampf“ blieb gleichzeitig als völkische Ideologie. Die „arische Rasse“ erhob man über andere. Die Vertreter anderer Rassen, darunter vor allem die Juden, bezeichnete man als „Untermenschen“. Im Vergleich zu den anderen „sklavischen Untermenschen“ wurde das „Weißruthenische Volkstum“ (das belarussische Volk) als „rassisch höherwertig“ eingeschätzt. So wurden Belarussen im Gegenteil zu den Juden schön und tatkräftig dargestellt.

Die Vernichtung der „jüdischen Rasse“ wurde seit der Machtübernahme der Nationalsozialisten 1933 in Deutschland eine der Hauptideen. Nach dem Beginn der Okkupation von Belarus wurde diese Idee in den Vordergrund gestellt. Inzwischen bildeten die Juden einen großen Teil der belarussischen

Bevölkerung. Das erste, was die Okkupanten unternahmen, war die Gründung von Ghettos in den Städten. Auf den Straßen erschienen Plakate mit antisemitischen Inhalten, wo die Juden höchstens verfälscht karikiert wurden, und die Erklärungen, dass die Juden in Ghettos obligatorisch umziehen und einen achteckigen gelben Stern auf der Kleidung immer tragen sollen.

Eine bekannte propagandistische Zeitung war im damaligen Belarus die „Minsker Zeitung“. Das ist eine von 1942 bis 1944 in Minsk herausgegebene Tageszeitung, die in deutscher Sprache über militärische Lage, politische Ereignisse in „Weißruthenien“, über das Leben der Deutschen in den besetzten Gebieten und überhaupt über „Aufbauarbeit“, sportliche und kulturelle Veranstaltungen berichtete. In Zeitungsberichten kamen die deutsche Politik, Ideologie und Propaganda im besetzten Belarus zum Ausdruck. Die Journalisten gingen bei ihren Schilderungen von Krieg und deutscher Besatzung in Europa von der Idee der Legitimierung dessen aus und bemühten sich um die Schaffung eines entsprechenden Zukunftsbildes. Die Zeitung propagierte den Mythos, dass Opferbereitschaft, Entschlossenheit und die Bereitschaft eines jeden, alle Aufgaben auszuführen, die von der Führung gestellt werden, letztlich zur Erringung des lang ersehnten Sieges führen würden [3].

Das folgende Objekt der Propaganda war die Partisanenbekämpfung. Die Partisanen wurden als „Banditen“ in örtlichen deutschen Massenmedien bezeichnet. Überall hingen die Plakate mit den Aufrufen zu einheimischer Bevölkerung die Partisanen der Polizei überzugeben, sonst wurden die Verteidiger der „Banditentum“ ermordet. Es war sehr wichtig für die Okkupanten, weil sich die Partisanenbewegung sehr schnell, besonders mit dem Sieg der UdSSR in Stalingrad, verbreitete, was selbstverständlich den Plänen der deutschen Nationalsozialisten schädigte. Aber trotz der aktiven antipartisanischen Propaganda unterstützte die Mehrheit von Belarussen die Partisanen.

Außerdem rief die Propaganda die einheimische Bevölkerung zu der Zusammenarbeit auf: die Besatzer boten den Menschen an, in der Polizei zu arbeiten, landwirtschaftlich die Okkupationsmacht zu unterstützen und als Arbeitskraft nach Deutschland zu fahren. Propagandakampagnen der Wehrmacht schilderten die Deportation als Wohltat für die Betroffenen. Dafür wurden Geld und verschiedene Sonderrechte versprochen. Zahlreiche Maßnahmen wurden von Besatzer getroffen, um möglichst mehr Leute nach Deutschland abzukommandieren. Es wurden verschiedene Filme gezeigt, Flugblätter und Zeitungen vergeben, Besprechungen durchgeführt und sogar Musterausflüge gemacht, um zu zeigen, dass die Arbeit in Deutschland ein Traum ist. Aber sehr schnell sollten die Menschen Zwangsarbeit sowohl in Belarus als auch in Deutschland wegen kleiner Anzahl der Initiativmenschen besuchen, die Lebensmittel wurden beschlagnahmt und die „Ostarbeiter“ bekamen nichts. So wurden dann mindestens 380 000 Arbeiter gewaltig aus Belarus deportiert [1].

Abschließend lässt sich festhalten, dass die Wehrmacht sich sehr viele Mühe gegeben hat, um auf die Bevölkerung vom okkupierten Belarus mit ihrer Propaganda einzuwirken. Dafür wurden vielfältige Mittel und Methoden benutzt, sogar viele gewaltsame Aktionen gegen Bevölkerung von Belarus gerechtfertigt. Die Wirksamkeit der Propagandaarbeit war jedoch gering. Sie wurde von einem grausamen Besatzungs- und Ausbeutungsregime, einer unmenschlichen Haltung gegenüber der jüdischen Bevölkerung und Strafmaßnahmen der SS gegen Zivilisten und Partisanen ausgeglichen.

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Статья посвящена теме оккупационной пропаганды, которая велась на территории Беларуси во время Великой Отечественной войны. Названы и охарактеризованы формы и методы немецкой пропаганды, адресованной жителям Беларуси, раскрывается ее содержание.

К содержанию

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O PAPEL DA COMUNICAÇÃO INTERCULTURAL NO FORTALECIMENTO DA COOPERAÇÃO INTERNACIONAL ENTRE A REPÚBLICA DE BELARUS E A REPÚBLICA FEDERATIVA DO BRASIL

No contexto da formação de um espaço de comunicação global, torna-se cada vez mais evidente a tendência de intensificar os contactos internacionais, o que tem um impacto significativo em vários aspetos da vida da sociedade moderna.

O interesse pela comunicação intercultural deve-se a vários fatores.

Primeiro, os processos de globalização, que rapidamente cobriram todos os aspectos da vida das formações culturais, revelaram uma orientação bastante contraditória – por um lado, o fortalecimento dos processos de integração entre os participantes da interação cultural, por outro, enfatizando a identidade culturais. No mundo multipolar de hoje, o crescimento da autoconsciência é evidente, levando à diversidade e à polifonia, e ao mesmo tempo, observam-se os processos de desintegração e diferenciação.

Segundo, a interação intercultural é objeto de estudo de muitas ciências e situa-se no âmbito de um campo interdisciplinar, o que exige o desenvolvimento de uma abordagem interdisciplinar no curso do estudo do espaço da comunicação sociocultural. Uma ampla gama de problemas que surgem no processo de comunicação intercultural é de interesse dos cientistas em vários campos da ciência - filosofia, estudos culturais, psicologia, etnologia, sociologia.

O objetivo deste artigo é a análise da interação e previsão das principais áreas de cooperação entre a República de Belarus e a República Federativa do Brasil.

A interação intercultural entre a República de Belarus e a República Federativa do Brasil nas esferas humanitária e cultural vem aumentando gradativamente, aproximando os povos de dois países e contribuindo para o fortalecimento da cooperação bilateral.

As relações diplomáticas entre a República de Belarus e a República Federativa do Brasil foram estabelecidas em 10 de fevereiro de 1992. 20 anos depois, durante a visita do Presidente da República de Belarus A.G. Lukashenka ao Brasil teve lugar a primeira reunião de cúpula. Os líderes dos dois estados apoiaram a ampliação da cooperação bilateral, e também decidiram inaugurar embaixadas (foi adotada uma declaração política). Em 2022, a República de Belarus e a República Federativa do Brasil comemoraram o 30º aniversário do estabelecimento de relações diplomáticas. A este respeito, em 10 de fevereiro de 2022, foi realizada uma reunião online entre o deputado da Câmara dos Representantes da Assembleia Nacional da República de Belarus, o Chefe do grupo de trabalho da Assembleia Nacional da República de Belarus sobre a cooperação com o Parlamento da República Federativa do Brasil Andrey Nikolayevich Strunevsky com o deputado da Câmara dos Deputados do Congresso Nacional do Brasil, o Presidente do Grupo Parlamentar “Brasil-Belarus” Vinicius Raposo de Carvalho. Foi aí que se notou que a cooperação entre os países está em constante crescimento e foram delineados os caminhos para um maior desenvolvimento da cooperação entre os países.

A Belarus considera o Brasil o principal parceiro estratégico da América Latina no desenvolvimento das relações econômicas e comerciais, na cooperação política e cultural, no potencial turístico, que será mutuamente benéfico para ambos países. O Brasil também está interessado em desenvolver a

cooperação com a Belarus e aumentar a intensidade dos contatos culturais entre os membros do Grupo de Amizade “Belarus-Brasil” [1].

De outubro a novembro de 2014 em Minsk ocorreu o primeiro festival *belarusso-brasileiro* de arte urbana “*Vulica Brasil*” (“*Rua Brasil*”). No outono de 2021, o festival reuniu pela sexta vez os amantes da cultura brasileira em uma das ruas mais modernas de Minsk. Nesse período, surgiram 50 grandes murais, além das esculturas e outras formas de arte pública deixadas na herança para a capital da Belarus [3].

É importante notar que a maioria dos eventos é realizada com o apoio das Embaixadas das Repúblicas, que desempenham um papel ativo nas atividades interculturais do Brasil e da Belarus.

No dia 19 de setembro de 2019 no pavilhão “Espaço Panorama” (Brasília) foi realizado o evento cultural “Belarus entre Amigos”, organizado pela Embaixada da República de Belarus. Os convidados assistiram à apresentação do potencial turístico e cultural da Belarus e apreciaram uma exposição de reproduções de pinturas de artistas belarussos, trajes nacionais. Como parte do trabalho para popularizar as tradições e a culinária belarussa os hóspedes conheceram o modo de preparo do prato nacional “*draniki*” com a seguinte degustação.

Em 2020, a Embaixada organizou os eventos para popularizar a cultura *belarussa* e promover uma imagem positiva da Belarus com a participação da mídia brasileira, agências de viagens e a comunidade de blogs do país de acreditação: a celebração de Maslenitsa e uma master class de confecção das bonecas de amuleto nacionais. Aos convidados foi mostrada uma apresentação do potencial turístico da Belarus, bem como os materiais de vídeo sobre as tradições folclóricas belarussas, costumes e feriados [2].

Para resumir, a comunicação intercultural entre a República de Belarus e a República Federativa do Brasil vem ganhando força desde o início de estabelecimento das relações diplomáticas entre as Repúblicas. No entanto, a interação cultural intensificou-se nos últimos 10 anos. Com a variedade dos eventos realizados, vale destacar que a intensidade da cooperação crescerá, e a República de Belarus e a República Federativa do Brasil construirão um futuro confiável baseado no diálogo de culturas.

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В статье представлены основные этапы межкультурной коммуникации Республики Беларусь и Федеративной Республики Бразилия с целью анализа взаимодействия и прогнозирования основных направлений сотрудничества республик на основе межкультурной деятельности стран.

К содержанию

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ARTIFICIAL HEART ABIOCOR

The heart is the engine of the human body. A person cannot live without it. If the heart is not functioning, then the only hope is for the donor. But this option does not always work. This problem is very urgent and if it is solved, thousands of people will be given several years of life. That is why American scientists have created an artificial heart, which is designed for people with severe heart failure.

AbioCor is an artificial heart developed by the Massachusetts-based company ABIOMED. It is fully implantable within a patient, due to a combination of advances in miniaturization, biosensors, plastics and energy transfer that has made this advance possible. The AbioCor runs on a rechargeable source of power. The internal battery is charged by a transcutaneous energy transmission (TET) system, meaning that no wires or tubes penetrate the skin and therefore there is no risk of infection. After being initially rejected by FDA (Food and Drug Administration) circulatory system devices advisory panel in 2005, it was approved by FDA on September 5, 2006 as a Humanitarian Use Device because of its limited market.

Because of its size, this heart is only compatible with men who have a large frame. It has a product life expectancy of 18 months.

The internal battery of the device allows users to move freely for half an hour, for showering and other applications where the externally worn batteries would prove impractical. The external power devices provide an additional 4 hours of power. The device can also be charged/operated using a common household electrical outlet.

As of September 2004, 14 patients were implanted with the AbioCor heart. The study showed that the device is safe and has likely benefit for people with severe heart failure whose death is imminent and for whom no alternative treatments are available. In some cases the device extended survival by several months, allowing the patients to spend valuable time with family and friends. In two cases, the device extended survival by 10 and 17 months respectively, and one patient was discharged from the hospital to go home. For a patient to be eligible for implantation with the AbioCor, the person must have severe heart failure (with failure of both ventricles) and must be likely to die within two weeks without transplantation. The first patient to receive the AbioCor, Robert Tools, was implanted on July 2, 2001. He lived for 151 days before having a fatal cerebrovascular accident. The second patient, Tom Christerson, who was given less than a 20 % chance of surviving 30 days at the time of his surgery, lived for 512 days after receiving the AbioCor, dying on February 7, 2003 due to the wearing out of an internal membrane of the AbioCor.

The AbioCor II is a totally implantable artificial heart based upon the AbioCor ventricles and the Penn State energy converter. It is expected to last for five years, more than triple the life expectancy of AbioCor. It is also 35 % smaller than the current model, and can be implanted in smaller men and women. Also, modifications have been made to this model in order to reduce the patient's risk of stroke, which was a concern of the FDA.

This surgical intervention is very difficult, it lasts 5–9 hours. A large number of expert doctors and assistants are required during the operation. About 15 people can be present in the operating room.

Recovery time depends largely on the condition on the patient before the operation. If he has had severe heart failure, the body may be weak and the lungs may not function well. One may need a ventilator and tube feeding. A hospital stay takes a month or more. Immediately after the operation, the patient is transferred to the intensive care unit. Fluid and food are given intravenously. A catheter is also used to drain urine. When the patient returns home, he will be able to do more than he could previously – get out of bed, get dressed, move around the house, engage in any kind of physical activity. In addition, he will be able to drive a car. Doctors will advise on the activity level to keep the patient safe.

The device is attached to the upper chambers of the organ – the atria. Between the heart and the atria are mechanical valves that function like heart valves, controlling the flow of blood through the organ.

Currently, several types of artificial hearts are mainly used in Israeli clinics – CardioWest, AbioCor and SynCardia. The main difference between CardioWest and AbioCor is that CardioWest is connected to an external power source while AbioCor is not. CardioWest is equipped with two tubes that pass through holes

in the abdomen to the chest. SynCardia has a small size, unlike the first two – it weighs about 160 grams. Artificial hearts from this manufacturer offer models for both adults and children. However, to support the device requires external equipment – it weighs about six kilograms, it can be carried in a backpack or bag.

Animal studies of the AbioCor were conducted over a 14-year period, with the studies for the first 12 years taking place at THI and the studies for the final 2 years occurring at the University of Louisville. During the studies at THI, the device was implanted into 120 calves; for the last 57 of these procedures, the device implanted utilized the electrohydraulic converter and autonomous pressure equalization system. The device performed exceptionally well in these studies; several animals survived beyond the originally planned 90-day study period and were able to exercise on a motorized treadmill.

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Статья посвящена важному изобретению – аппарату искусственного сердца AbioCor. AbioCor, разработанный массачусетской компанией Abiomed, предназначен для лечения тяжелой сердечной недостаточности и дает возможность увеличить продолжительность жизни людей с тяжелой сердечной недостаточностью. Авторы анализируют его работу и возможности его использования.

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SURGICAL ROBOT DA VINCI

Robotic surgery appeared in the USA in the 1980s. The initiator of the development was the Agency for Advanced Defense Research Projects: it was assumed that with the help of a robot it would be possible to perform an operation on the wounded right on the battlefield. NASA was also interested in

the development: robots would help provide medical care to astronauts in orbit. At the time of development such systems were too expensive and the technology was acquired by Intuitive Surgical, which finalized the project. And now robotic assistants are being used more and more, and in some areas of medicine they even come to the fore.

Since ancient times mankind has tried to use machines to facilitate their work, to perform the most difficult work that requires significant physical effort. The great Italian scientist, anatomist, artist and architect Leonardo da Vinci created several so-called mannequins capable of performing programmed actions. His collection included a mechanical bird and a walking lion. However, the most interesting exhibit was a mechanical mannequin created in 1495 in the form of an armed knight, called Leonardo's robot.

Da Vinci surgical robot is the most advanced today. Official permission to use the first *Da Vinci* robotic system was issued in the United States in 2000, and at the same time the complex was approved by the FDA (Food and Drug Administration) – the American organization for quality control of food and medicine. The technology appeared in Russia in 2007. At the end of 2017 more than 4,000 such systems were installed in the world [1].

Intuitive Surgical developed a universal robotic surgeon capable of performing operations in different branches of medicine. This robot was named *Da Vinci* in honor of the great inventor Leonardo da Vinci, who at one time designed the first robot that can move its legs and arms, and perform other actions. During the operation, the surgeon makes small incisions and inserts a camera and miniature instruments into them. Then the surgeon himself works at the console, remotely performing all the manipulations that are accurately reproduced by the robot. The surgeon sees the operating field using 3D eyepieces. The robot has four manipulators, with the help of which it carries out the commands of the doctor. Thus, the operation is not performed by a robot. It is only the most perfect and precise instrument in the hands of the surgeon. For example, the *EndoWrist* instruments used in surgery are modeled after the human wrist. But their radius of movement is noticeably larger, and they can rotate in 7 planes. Such tools can penetrate into even hard-to-reach areas. The surgeon can magnify the image by 10 times, which increases the reliability of actions during the operation.

The main advantages of a surgical robot are described by the word “less”: less blood loss; tissue is less affected; the probability of transfusion of donor blood is minimized, postoperative pain is also minimal. The recovery period is also shortened – the opportunity to return to the usual rhythm of life appears within a day. All doctors who use *Da Vinci* in their work undergo special training – even the most advanced surgeons cannot work with a high-precision instrument without preparation and the necessary training. In addition, the

Da Vinci robot can be equipped with a training simulator designed for virtual simulation of individual elements of the operation. This allows a surgeon to acquire and further improve the skills and abilities necessary to operate the instruments. In urology surgery the *Da Vinci* system is ideal for adenoma and prostate cancer as well as pathologies of the kidneys, ureters and bladder [2].

In general surgery the robot is effective in the surgical treatment of diseases of the stomach, gallbladder and intestines. In the field of gynecology *Da Vinci* helps to cope with endometriosis, perform minimally invasive intervention on the ovaries and uterus, including cancer. Thoracic surgery uses the robot effectively in removing part of the lung, resection of the mediastinum. Endocrinologists remove the thyroid and adrenal glands with the help of *Da Vinci*.

But there are also problems that are difficult to avoid. First and foremost is the high cost of the device. The price of one robot is from 600 thousand to 3 million dollars, so only large medical centers and clinics can afford to buy it. Another factor is the shortage of highly qualified specialists. The *Da Vinci* robot is a complex surgical machine, and it takes a lot of learning to operate it.

Robots are convenient and accurate, but do not replace a doctor. And they can't be used in all areas of surgery. For example, robotic assistants are rarely used during heart surgery because the surgeon is dealing with a constantly moving organ. But there are operations that are much more efficient using robots. For example, surgeons widely use *Da Vinci* in urology for the treatment of adenoma and prostate cancer, kidney and bladder cancer. The robot allows not only to get rid of the disease, but, most importantly, to preserve the function of the organ [3].

In conclusion, we would like to say that the *Da Vinci* surgical system is gaining more and more popularity all over the world every year, constantly expanding the boundaries of its scope. The great success in the treatment of oncological diseases deserves special attention. The robot is actively used in several areas. *Da Vinci* is a sophisticated robotic platform designed for a wide range of surgical applications with a minimally invasive approach.

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В статье описывается развитие, совершенствование и активное внедрение в клиническую практику медицинских роботов, а именно робота да Винчи, который может обеспечить повышение уровня автоматизации, облегчение труда врачей, медицинских сестер и других специалистов и повышение его производительности, улучшить результаты хирургических вмешательств и реабилитационных мероприятий.

К содержанию

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WIE DIE FARBEN UNSER LEBEN BEEINFLUSSEN

Unsere Umwelt beeinflusst uns verschiedener Weise. Wir fühlen die Wetterveränderungen und reagieren darauf. Die Farben der Umwelt beeinflussen uns auch. Wer Glück malen möchte, braucht **viel Blau**. Für Himmel, für Meer, für einen Hauch von Freiheit. Wer wütend ist, sieht rot. Wir werden gelb vor Neid oder ärgern uns schwarz. Farben sind untrennbar mit Gefühlen verbunden. Kein Wunder, dass Forscher versuchen, diesen **geheimnisvollen Zusammenhang** zu ergründen. **Das Ziel des Artikels ist die Analyse des Einflusses der Farben auf den emotionalen Zustand der Menschen.**

Der Mensch **zehn Millionen Farbtöne** kann unterscheiden. Ein magischer Regenbogen, der sich seit Urzeiten in unserer Seele widerspiegelt. „Farben sind immer Signale“, erklärt Axel Venn, Professor an der Hochschule für angewandte Farbwissenschaft und Kunst Hildesheim. „Ein **universelles Ausdrucksmittel**, das schon Kleinkinder verstehen“.

In einem Großprojekt ist der Experte **dieser Sprache** auf der Spur. Dabei müssen Testpersonen spontan aufmalen, was sie mit Wörtern verbinden. Wie bunt ist „billig“? Wie sieht „nett“ aus? Das Ergebnis ist nicht eine einzelne Farbe, sondern jeweils eine ganze Palette. So besteht „nett“ zu 47 Prozent aus Gelb- und Orange-Nuancen, dazu viel Rot und Rosa. „Billig“ hat eher helle und

etwas kreischende Töne, vermischt mit getrüben, angegrauten. Niemals kommen **gehaltvolle Farben** wie Purpur, Tiefblau oder Goldgelb vor.

Was bringen solche **Stimmungsbilder**? Professor Venn: „Interessant sind sie für alle, die mit Warenwelten zu tun haben und feststellen, dass man mit Farbe Geld verdienen kann.“ Dazu gehören Designer, Marketingprofis, Innenarchitekten. Die Wahl der falschen Farbe kann zum Flop führen. Auch „**Das Farbwörterbuch**“, in dem Axel Venn auf 864 Seiten seine Ergebnisse für 360 Adjektive vorstellt, richtet sich hauptsächlich an Designer und Gestalter [1].

Einige **Farbsignale** werden überall verstanden, sind in ihrer Wirkung seit Jahrhunderten gleich. „Andere Begriffe wird man immer wieder neu interpretieren müssen“, erklärt Trendberater Axel Venn. „So wie sich Sprache wandelt, so wird sich auch die Farbsprache wandeln müssen.“ Dabei spielt sowohl der **Kulturkreis** als auch die **Mode** eine Rolle. Verbinden Europäer mit „sympathisch“ viele Rot- und Gelb-Töne, sind es in Nordamerika eher Violett, Pink und Dunkelblau. In den 1960er-Jahren galt Braun bei uns als Inbegriff der Gemütlichkeit. Das Behagliche ist geblieben, doch dazu kommen je nach momentanem Trend Assoziationen wie bodenständig, langweilig und streng.

Die **Macht der Farben** wirkt auf alle Sinne. Das beweist ein verblüffendes Experiment: Ulrich Allendorf, Winzer aus Oestrich-Winkel, stellt die Geschmacksnerven seiner Gäste in einem Spezialraum auf die Probe. Mit Farbeglern taucht er die Umgebung wahlweise in farbiges Licht. Ein frischer Riesling schmeckt bei **roter Beleuchtung** plötzlich süß mit Himbeer- und Erdbeeraroma. In blauem Licht wirkt derselbe Wein wässrig und fade. Und kaum wird der Raum grün, schmecken die Kunden Säure heraus. Das Auge führt die Nase hinters Licht. Forscher der Johannes-Gutenberg-Universität Mainz bestätigten das Ergebnis: Bei Tests klappte der Trick sogar mit schwarzen Gläsern, sodass die scheinbare Färbung des Weins keine Rolle spielte.

Solche Experimente sind alles andere als Spielerei. Farben können im Alltag helfen, weil sie auf die **Stimmung wirken**. Berater wie Axel Venn empfehlen deshalb insbesondere für Kliniken und Arztpraxen eine bewusstere Farbwahl. Knallrot für das Wartezimmer beim Zahnarzt? Unmöglich. Rot signalisiert Gefahr, macht aggressiv, verstärkt Ängste und Stress. Kühle Blautöne hingegen können auf subtile Weise **Anspannung lindern**.

In der Küche steht Weiß zwar für Sauberkeit – aber nicht für Spaß am Kochen. Auf der **Gefühlsskala** kommt Weiß gleich hinter verpatztem Urlaub und Magenkrämpfen. Bunt schmeckt einfach besser. Fürs Wohnzimmer empfehlen die Experten anregende sonnige Farbtöne wie Gelb und Orange.

Wie tief der **Farbrausch** in der Vergangenheit wurzelt, zeigt das Beispiel Blau. Die Lieblingsfarbe der Deutschen ist für Physiker nur eine Farbempfindung, die durch Licht einer Wellenlänge zwischen 430 bis 490 Nanometer entsteht. Doch seit jeher versprach ein klarer **blauer Himmel** gutes Wetter –

wichtig für Feldarbeit und Jagd. Auch saubere Wasserquellen schimmern meist bläulich. „Diese Farbe signalisiert Reinheit, Frische und Gelassenheit“, sagt Prof. Harald Braem vom Institut für Farbpsychologie in Bettendorf/Rheinland-Pfalz. Und danach sehnte sich der Mensch schon in der Steinzeit.

Wissenschaftliche Studien zeigten: Blau löst Krämpfe und lindert sogar Schmerzen. Gleichzeitig prägt das Blau der Natur unsere Gefühle. Harald Braem: „Die Farbe wirkt beruhigend, weil wir damit Bilder der Unendlichkeit wie Himmel und Meer verknüpfen.“ Sie drängt sich nicht auf, sie zieht uns mit. Auch der russische **Maler Wassily Kandinsky** (1866 bis 1944) schwärmte: „Je tiefer das Blau wird, desto mehr ruft es den Menschen in die Unendlichkeit.“

Lieblingsfarben – wofür sie stehen und was sie über uns verraten

Sie tragen am liebsten Blau? Fühlen sich auf knallroten Sofas wohl? Wie wir uns kleiden und einrichten, enthüllt viel über unseren Charakter. Und darüber, wie wir gesehen werden möchten:

- **Blau Ausstrahlung:** Ruhig, elegant und gelassen – die Farbe des Himmels. **Persönlichkeit:** Sie können Gedanken klar formulieren, sind eher sachlich und objektiv. Chaos mögen Sie überhaupt nicht, dafür werden Harmonie und Ausgeglichenheit im Alltag großgeschrieben. Manchmal etwas konservativ.

- **Rot Ausstrahlung:** Vital, fantasievoll und dynamisch – die Farbe der Leidenschaft. **Persönlichkeit:** Sie stehen im Mittelpunkt, wissen, was Sie wollen, und setzen es selbstbewusst um. Ihr Tatendrang stellt alles in den Schatten, macht Sie aber auch ungeduldig und wütend.

- **Grün Ausstrahlung:** Bescheiden, natürlich und entspannt – die Farbe der Harmonie. **Persönlichkeit:** Sensibilität gehört zu Ihren großen Stärken. Sie wirken unaufdringlich, verfolgen Ziele aber beharrlich. Manchmal etwas unsicher. Freunde können sich auf Sie verlassen.

- **Gelb Ausstrahlung:** Fröhlich, offen und frei – die Farbe der Lebenslust. **Persönlichkeit:** Sie reisen gern, beeindruckten durch vielfältige Interessen. Ihre Kontaktfreudigkeit ist sprichwörtlich. Andererseits lassen Sie sich ungern einengen. Nur nicht zu egoistisch werden.

- **Orange Ausstrahlung:** Warmherzig, gesellig und stark – die Farbe der guten Laune. **Persönlichkeit:** Sie gelten als Wachmacher wie die Sonne selbst. Mit Optimismus, Energie und Selbstbewusstsein können Sie alle mitreißen. Vorsicht vor zu viel jugendlichem Übermut.

- **Violett Ausstrahlung:** Kreativ, gefühlvoll und extravagant – die Farbe des Geheimnisvollen. **Persönlichkeit:** Sie haben Sinn fürs Ausgefallene, überschreiten dabei gern Grenzen. Materielle Werte sind Ihnen nicht so wichtig [2].

Wir nehmen die Farben individuell wahr, irgendwelche bevorzugend und irgendwelche vermeidend. Wir wählen sie auf dem intuitiven Niveau und bekommen davon verschiedene Effekte. So kann man zusammenfassend sagen,

dass die Menschen mit Hilfe verschiedener Farben ihre Stimmung wechseln können und sogar notwendige Emotionen bekommen.

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В статье рассматривается роль цвета в жизни человека. Подчеркивается, что цвет не только обнаруживает скрытые импульсы характера и темперамента человека, но и во многом управляет его эмоциональным состоянием и настроением.

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PROBLEMAS AMBIENTALES. DEFORESTACIÓN

Durante muchos siglos, el hombre vivió en armonía con la naturaleza, pero con el desarrollo de la industria, la gente comenzó a olvidar lo vulnerable que es la naturaleza ante la extracción y el uso constante y, en su mayoría, irracional de sus recursos. Decidimos llevar a cabo un estudio para descubrir qué problemas ambientales son los más relevantes al día de hoy, e identificar sus causas, consecuencias y formas de resolverlos.

Para empezar, definamos lo que se entiende por problema ambiental en principio. Un problema ambiental es un cambio en el entorno natural como resultado de influencias antropogénicas, que conduce a una alteración de la estructura y el funcionamiento de los sistemas naturales (paisajes) y conduce a consecuencias sociales, económicas y de otro tipo negativas. A fines del siglo pasado, se formularon los principales problemas ambientales de la Tierra:

- Calentamiento global;
- Agotamiento de la capa de ozono;
- Contaminación del aire;
- Contaminación de los recursos hídricos;

- Contaminación del suelo;
- La deforestación.

En este artículo, nos centraremos en el último problema con más detalle, examinaremos los factores de aparición, las consecuencias y trataremos de encontrar formas de resolverlo.

Entonces, la deforestación es el proceso de convertir las tierras ocupadas por bosques en tierras sin cobertura arbórea, como campos y pastizales. Los expertos de la FAO estiman que la deforestación ha reducido la superficie forestal mundial en 420 millones de hectáreas desde 1990, pero la tasa de reducción se ha desacelerado considerablemente. La tasa anual de deforestación en el último quinquenio (2015–2020) se estima en 10 millones de hectáreas, mientras que en el período 2010–2015 la cifra fue de 12 millones de hectáreas. La mayor disminución de la superficie forestal se observa en África y América del sur: 3,9 millones y 2,6 millones de hectáreas por año para el período 2010–2020, respectivamente.

¿Cuáles son las razones? Se pueden distinguir dos grupos de factores:

- Natural (la desaparición de los bosques por los desastres naturales: los huracanes, los incendios forestales, los terremotos etc.);
- Antropogénico (desaparición de bosques debido a las actividades humanas: tala, quema de bosques, etc.).

En este caso, el factor antropogénico es el principal, ya que el hombre tuvo constantemente la necesidad de aumentar el área de pastoreo y el cultivo de productos agrícolas, más tarde también tuvo la necesidad de la minería, creando la infraestructura, lo que llevó a la tala insostenible de las zonas forestales.

El proceso de deforestación tiene muchos efectos negativos. Echamos un vistazo a algunos de ellos. Primero, el cambio climático. Como sabemos, los bosques son los pulmones del planeta donde el dióxido de carbono se convierte en oxígeno. Por lo tanto, la deforestación aumenta la cantidad de dióxido de carbono en la atmósfera, lo que da lugar al conocido efecto invernadero, que, a su vez, provoca el calentamiento global.

En segundo lugar, con el fin de aumentar el área para el pastoreo el hombre destruye los bosques quemándolos, ya que después de eso queda ceniza, que sirve de abono. Sin embargo, después de un tiempo, estas tierras se vuelven inútiles, ya que la vegetación ya no puede crecer. Las raíces de los árboles, por otro lado, absorben el agua del suelo y la evaporan. Con la deforestación, el proceso de transpiración se detiene, lo que hace que el clima se vuelva más seco. Todo esto provoca la degradación del suelo y la desertificación. Este problema es muy importante para África, donde ahora hay un grave problema alimentario y una escasez de agua potable. Además, según algunos científicos, la población africana se está acercando rápidamente al llamado “boom demográfico”, que provocará un aumento considerable. En este contexto podemos esperar guerras

de alimentos, así como el éxodo de jóvenes africanos a países desarrollados, donde la calidad de vida es mucho mejor.

¿Cuáles son las formas de resolver este problema? En primer lugar, hay que plantar bosques jóvenes para reemplazar los que han sido talados. En segundo lugar, deben crearse reservas naturales y zonas protegidas. En tercer lugar, para resolver el problema alimentario, podemos intentar derivar variedades de cereales modificadas genéticamente que puedan crecer en una zona con unas condiciones agroclimáticas determinadas. En cuarto lugar, según Darshil Shah, científico de la Universidad de Cambridge, el cáñamo industrial es mejor para convertir el dióxido de carbono en biomasa que los árboles. Además, se puede obtener más celulosa para la fabricación de papel, ya que crece con bastante rapidez, también se utiliza para la producción de bioplásticos, materiales de construcción y biocombustibles.

En resumen, podemos decir que este problema es relevante para nuestra época, ya que afecta las características ambientales, climáticas y socioeconómicas de las diferentes regiones del planeta.

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В статье приводится определение термина «экологическая проблема», перечисляются актуальные глобальные экологические проблемы, рассматривается такая экологическая проблема, как обезлесение. Автор рассматривает факторы, причины, последствия данной проблемы, а также пути ее решения.

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ANIMAL THERAPY

Animal therapy is a kind of psychotherapeutic help in which animal symbols are used: images, drawings, fairy-tale characters, toys, as well as real animals, communication with which is safe.

The history of animal therapy begins in ancient times. Many pets are not only useful in the household, but also have a beneficial effect on human health, including his mental state. In ancient Greece, the positive effect of dogs on patients with a variety of ailments was noted. In ancient Egypt, cats were endowed with healing properties. In early Christianity, saints were often depicted with dogs that cured them. The history of modern canister therapy began in 1790, in the English county of Yorkshire, where a society of friends was created who founded a hospital for the mentally ill. William Tuke, the founder of a new type of hospital, and his associates put forward following Christian principles as the basis of their activities and replaced straitjackets for the mentally ill with love, compassion and communication with animals. As a result, patients became less aggressive, they reduced the number of seizures. The official history of animal therapy has begun relatively recently. This method was officially recognized by the medical community only in the second half of the last century as a separate method of treatment. This was largely due to Boris Levinson, who experimentally proved the effectiveness of using dogs in therapeutic sessions for children (involving, among other things, his own dog).

Animal therapy is divided into directed, when animal treatment is carried out intentionally, using specific exercises and according to a certain technique, and non-directed, when interaction with animals at home is used for treatment without understanding and awareness of their therapeutic significance. In almost all countries, treatment with the help of animals is recognized as effective for certain diseases, both mental and physical. Currently, there are a large number of institutes that are engaged in research on the effects of animals on humans. In addition, in many countries there are special organizations that provide assistance with animal therapy methods. Ozone therapy is most widespread in the USA and European countries. The main objectives of using animal therapy as a method of psychocorrection is to reveal additional human capabilities in his behaviour and communication. Animal therapy is largely explained by the fact that they improve the emotional state, provide compensation for feelings of loneliness, and also help to establish contact with

the outside world (that is why animal therapy is often used for autistic patients). Directed animal therapy includes several types, depending on which animals are used for treatment, namely:

1. Hippotherapy is a type of therapy that uses communication with horses and horseback riding as the main means. Hippotherapy is used for disorders of the musculoskeletal system, atherosclerosis, traumatic brain injuries, scoliosis, mental retardation.

2. Dolphin therapy is a type of medical and psychological rehabilitation when communicating with dolphins. Communication with dolphins helps to stabilize the psycho-emotional state of a person, relieve psychological stress. This is an excellent method of psychological rehabilitation for children with diseases of the nervous system – autism, cerebral palsy, oligophrenia, Down syndrome, etc.

3. Canister therapy is a type of therapy with animals, a method of treatment and rehabilitation using specially selected and trained dogs. Walking with a dog reduces the likelihood of cardiovascular diseases, myocardial infarction. Canister therapy is recommended for neurasthenia, hysteria, psychasthenia and neuroses.

4. Feline therapy is a method of prevention and treatment of various diseases by means of contact of patients with cats. Cats brighten up loneliness, soothe, lower blood pressure, stabilize the heart, relieve joint and headaches.

Animal therapy can be used for a wide variety of age categories of patients, ranging from the youngest to the elderly.

What are the benefits of pets for children? Animals reduce stress, teach a child to recognize emotions, animals develop observation in a child, contribute to overcoming egocentrism, teach respect for nature, teach a child to endure difficult events. German writer Hermann Hesse wrote: “Animals are more real than people. They don’t want to flatter you, they don’t want to make any impression on you. Nothing ostentatious. What they are, they are like stones and flowers or like stars in the sky.”

Although communication with animals is habitual and natural for humans, animal therapy has its own contraindications. First of all, it is an allergy to the wool or saliva of an animal. It is not necessary to resort to any type of zootherapy and in the presence of acute infectious diseases in the patient. The key to success is a positive attitude to the procedure, so a certain type of animal should not be used by those who treat it with hatred or aggression. For the same reason, severe mental disorders can also be a contraindication for animal therapy. There are separate contraindications for specific types of animal therapy. Since interaction with active dogs or horseback riding implies a certain motor activity, such therapy should be used with caution for people with musculoskeletal problems. Despite the fact that animal therapy seems

completely harmless, it is worth consulting a specialist before using it. Animal therapy is one of the safest and most natural methods of treatment, which has practically no restrictions and is available to anyone regardless of age and social status. With the help of pets, it is much easier for a person to talk, make new acquaintances or keep up a conversation. Through communication with them, a person becomes more socialized and improves his personal qualities.

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В статье приводится классификация видов анималотерапии. Показывается, что общение с животными способствует лечению ряда заболеваний, таких как заболевания опорно-двигательного аппарата, атеросклероз, черепно-мозговые травмы, сколиоз, умственная отсталость, а также снижению кровяного давления, стабилизации работы сердца, облегчению боли в суставах и головных болей.

К содержанию

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RIVERS OF THE BREST REGION

The river system of the Brest region belongs to the Black (the Pripyat and its tributaries) and Baltic (the Western Bug and the Shchara with their tributaries) sea basins. The study of the rivers of the Brest region is an integral part of the basic knowledge of the Belarussian hydrographic network.

The article aims to present the results of a survey among second-year students of Geography of Brest State A.S. Pushkin University to determine the level of their knowledge of the topic “Rivers of the Brest region”.

First, we studied the data available on the topic [1; 2].

There is a great number of rivers in the Brest region. Each of them has its own features. We examined their length in detail. Figure 1 below illustrates the length of the rivers of the Brest region in comparison with their entire length.

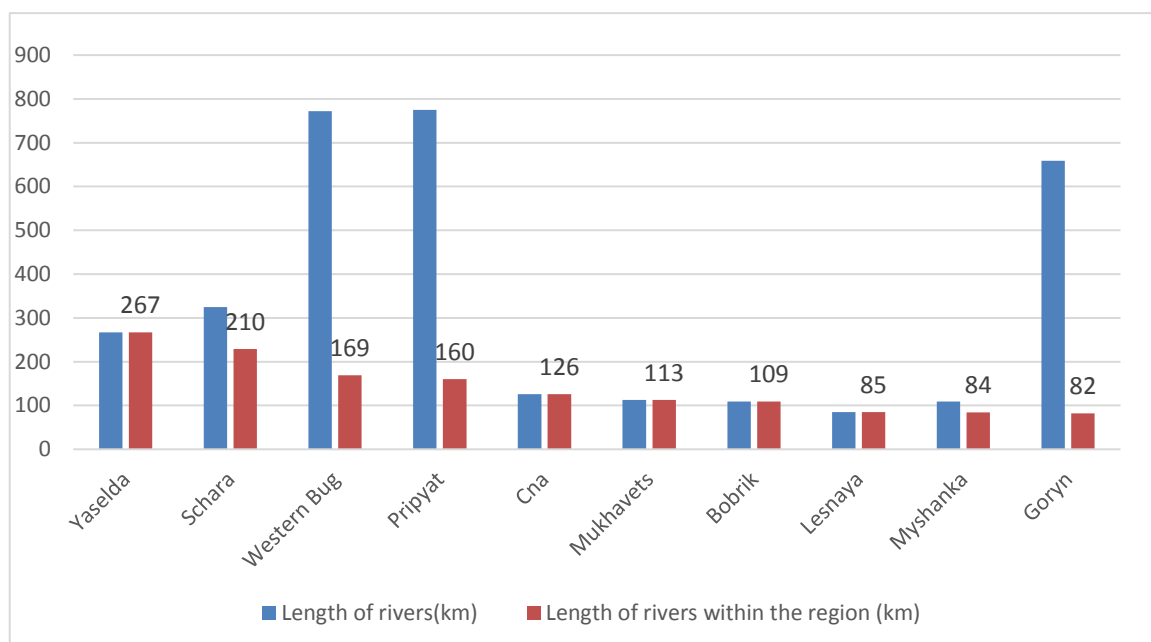


Figure 1 – The longest rivers in the Brest region

The river Yaselda is a tributary of the Prip'yat of the Brest region. Its length is 267 km. The riverbed is canalized 39 km from the source and 15 km in the territory of Berezovsky district (Bereza town).

The river Shchara is the left tributary of the Neman and the biggest one in Baranovich district of the Brest region. Its length is about 210 km. The riverbed is canalized 39 km from the source and 15 km in the territory of the Berezovsky district.

The Western Bug is a border of three countries. Its length is around 174 km (on the territory of the Brest region). The river belongs to the basin of the Baltic Sea. It is among the most polluted rivers of the country.

The Prip'yat runs in the Brest and Gomel regions of Belarus. Its length within the region is about 160 km. Like the Western Bug, just below Pinsk, the Prip'yat is among the most polluted rivers in the republic.

The river Cna is a left tributary of the river Prip'yat. Its length is 126 km. It flows through the Lyakhovich, Hansevichi and Luninetsky districts.

The river Mukhavec is the largest tributary of the Western Bug. It is 113 km long. It is a part of the system of the Dnieper-Bug Canal (waterway). In the mouth of the Mukhavec there is the Brest Hero Fortress.

The river Bobrik is the left tributary of the Pripyat. Its length is around 109 km. For about 102 km the river is canalized. It flows through Ganzevichi, Pinsk and Luninetsky districts.

The river Lesnaya is another tributary of the Western Bug. It flows through the territory of Kamenetsky and Brest districts. Its length is 85 km.

The river Myshanka is a tributary of the river Shchara. Its length within the region 84 km. The riverbed from Ogorodiki village to Novaya Mysh village (16 km) is canalized, and the rest is very winding.

The river Goryn flows in Stolín district. It is a right-hand tributary of the river Pripyat. Its length in the region is about 82 km.

While studying the main characteristics of the rivers of the Brest region, we prepared and conducted a survey among the second-year students of geography (Natural Science Faculty) of the knowledge of the rivers of the Brest region. 24 students took part in the survey. The survey consisted of several optional stages.

The first stage was to name five rivers of the Brest region. Some of the students had a little bit of a problem, but in the end, all of them managed to do it. The results are shown in Figure 2.

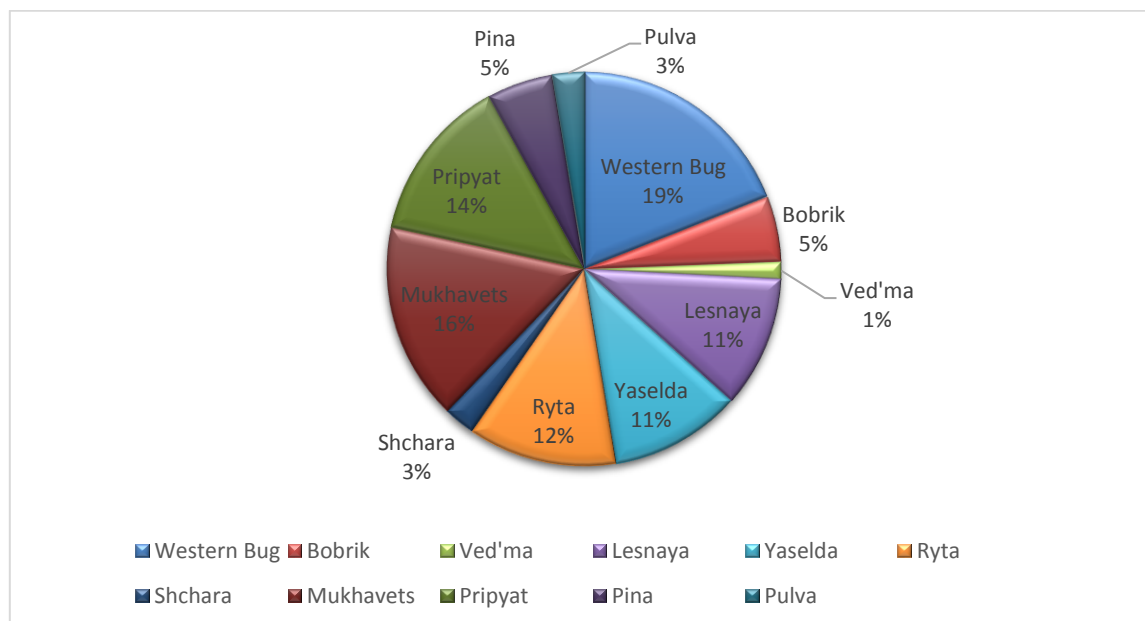


Figure 2 – Survey results

In the second stage of the survey, the participants were given a list of the rivers from which they had to choose those which flow within the Brest region. There were three levels of difficulty: basic, intermediate, and advanced. Since all the participants chose the simplest basic level, finally they were offered all the levels of complexity.

List 1 Basic: the Western Bug; the Pripyat; the Dnieper; the Mukhavec; the Goryn; the Sozh; the Yaselda.

List 2 Intermediate: the Shchara; the Berezina; the Cna; the Ptich; the Pulva; the Pina; the Myshanka.

List 3 Advanced: the Bobrik; the Ved'ma; the Ubort; the Ryta; the Lan'; the Zelvyanka; the Besed.

The results of the first level of complexity were predictable. 100 % of the respondents answered correctly.

At the intermediate level, some mistakes were made. The results were the following: 40 % of the respondents answered correctly, 50 % made only one mistake and 10 % made two or more mistakes.

The third level of complexity was limited to the number of participants. There were the following results: only 10 % of the respondents answered correctly, 30 % of them made one or two mistakes, and 60 % – made three or more mistakes.

To sum up the survey conducted showed that most of the participants had a basic knowledge of the hydrographic network of Belarus. Still while analyzing the results of the survey many students surely improved their level of the knowledge of the rivers of the Brest region.

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LES LANGUES ÉTRANGÈRES ET LEUR RÔLE DANS LE TRAVAIL DE L'AVOCAT INTERNATIONAL

Notre siècle est marqué par des changements importants dans la vie de la communauté internationale. À cet égard, la langue étrangère, étant un moyen de communication et de réalisation de soi dans le monde extérieur, devient vraiment en demande. Maintenant, la profession d'avocat est très courante. Donc le but de cet article est de montrer l'importance de la connaissance des langues étrangères et comment elle affecte la demande d'avocats sur le marché du travail international.

Les avocats peuvent être divisés en quatre groupes. Ce sont des fonctionnaires (y compris les employés du ministère de l'intérieur, les procureurs et les juges). Ensuite vont les avocats travaillant dans les entreprises de types différents. Le troisième groupe est constitué avant tout par les avocats et les notaires. Enfin, le quatrième n'a pas ce statut juridique et n'est ni dans la fonction publique, ni dans la subordination des grandes entreprises. Ce sont ceux qui fournissent une variété de services juridiques au public et aux personnes morales, y compris la rédaction de contrats, la représentation des intérêts devant les tribunaux dans divers litiges, etc. Ce groupe peut inclure ceux qui fournissent des services en cas de l'enregistrement/la liquidation des entreprises.

Que faut-il pour devenir un bon avocat? Les exigences pour les candidats sont bien sûr élevées. Il faut absolument, par exemple, des connaissances et des compétences supplémentaires. Très précieux à l'heure actuelle, la connaissance des langues étrangères.

Un juriste international est une catégorie d'avocats qui peuvent travailler dans des entreprises exerçant des activités avec des sociétés étrangères sur le territoire du pays ou à l'extérieur du pays. La principale langue étrangère des avocats internationaux est bien sûr l'anglais, mais selon le domaine d'activité de la société, d'autres langues étrangères sont utilisées, notamment l'allemand, le français et le chinois [1, p. 61].

Un avocat international doit comprendre bien les systèmes juridiques des États étrangers. La demande d'avocats internationaux hautement qualifiés est forte et ne fera que croître. En outre, un tel avocat devrait être capable de rédiger des contrats avec des entreprises étrangères partenaires; il pourrait travailler dans les ambassades et les consulats. Par conséquent, un avocat international doit avoir les compétences d'un diplomate.

Il y a une opinion que seuls les avocats internationaux doivent connaître des langues étrangères, mais un avocat ordinaire n'en a pas besoin. Cependant, de plus en plus souvent les grandes entreprises exigent des candidats aux postes vacants d'avocats la connaissance des langues étrangères.

Dans le cadre du développement de la coopération internationale, un avocat moderne doit posséder non seulement la connaissance de la législation nationale, mais aussi la capacité de l'expliquer à un partenaire étranger. Beaucoup d'avocats travaillent avec des documents en langue étrangère et il est nécessaire de bien comprendre de il s'agit et ce qu'il faut faire. Car le prix de l'erreur sera très élevé. Une langue étrangère est aussi nécessaire pour négocier avec les représentants des entreprises étrangères. Si en cas de travail avec des documents on peut utiliser un traducteur électronique, alors lors de la communication en direct, il faut formuler les pensées très vite, et parler clairement, ce qui exige beaucoup d'efforts.

En outre, en étudiant une langue étrangère, un avocat comprend mieux la culture juridique du peuple dont la langue il apprend, ce qui est très important pour la compréhension mutuelle entre le client et son défenseur des droits de l'homme. La connaissance d'une langue étrangère offre d'énormes possibilités, par exemple, la lecture de la littérature étrangère, ce qui donne de nouvelles connaissances en droit et la possibilité d'améliorer les compétences; la participation aux diverses conférences et même compétitions internationales, ce qui apportera plus de l'expérience utile [2].

Pour résumer, il faut dire que la connaissance des langues étrangères est très importante pour un avocat. Elle lui donne plus d'occasions de se développer, se perfectionner dans son métier, l'aide dans sa recherche d'emploi, le rend plus recherché et efficace, ce qui contribue à son tour à sa promotion de la carrière.

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В статье рассматривается проблема необходимости владения иностранными языками специалистами в области права, особенно юристами-международниками. Автор подчеркивает, что знание иностранных языков способствует постоянному профессиональному росту специалиста в области международного права, его востребованности и эффективности, а также карьерному росту.

К содержанию

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LA PART DES PROCÉDÉS NON VERBAUX DANS LA COMMUNICATION INTERCULTURELLE

Dans le contexte actuel d'un monde traversé par la mondialisation, les individus sont sans cesse amenés à participer à la communication interculturelle.

La communication interculturelle est l'étude de la communication interpersonnelle entre individus de cultures différentes. Les travaux de E. T. Hall sont les précurseurs de cette discipline. À partir des années 1960, un grand nombre de chercheurs se penche sur ce thème et ils produisent plusieurs théories. Celles-ci se regroupent selon deux grands courants de la psychologie interculturelle. Le premier est celui de la communication interculturelle comparative: les chercheurs comparent la communication au sein de cultures différentes. Le deuxième consiste en la communication interculturelle interactionniste: les chercheurs étudient la communication entre individus de cultures différentes. De plus, des chercheurs ont mis en évidence des compétences à mobiliser dans le cadre d'interactions interculturelles.

Les recherches concernant la compétence interculturelle constituent un vaste domaine de recherche, spécifiquement dans celui du management, du travail au sein des entreprises. La compétence interculturelle est essentielle dès que plusieurs individus de cultures différentes sont en contact, notamment dans le cadre du travail. La définition de la compétence interculturelle, tout comme celle de la communication interculturelle, est difficile à établir. À notre avis, la compétence interculturelle est la faculté de saisir les particularités d'une rencontre interculturelle de manière à se comporter de façon à ce que le message soit compris et bien interprété.

Deardorff, Lloyd et Härtel identifient trois catégories de la compétence interculturelle: cognitive, affective et comportementale. Certains auteurs définissent la compétence interculturelle comme étant spécifique à une culture donnée et d'autres la considèrent comme plutôt générale, à mobiliser dans tous les contacts interculturels. Brislin et Yoshida dénoncent la conception selon laquelle les compétences requises pour la communication interculturelle ne seraient que l'accumulation d'un savoir particulier à chaque culture [1, p. 82].

Parmi les auteurs prônant l'existence d'une compétence interculturelle générale, certains optent pour une approche biologisante et tentent de trouver les traits de personnalité liés à la compétence interculturelle. Les traits généralement mis en évidence dans les recherches sont l'empathie, l'ouverture, la stabilité

émotionnelle, l'autocritique et la capacité d'observation. D'autres auteurs critiquent cette approche et envisagent la compétence interculturelle comme le résultat d'un apprentissage qui évolue au cours des expériences.

Dans cette article nous procédons à l'analyse du rôle de la communication non verbale dans le cadre de la communication interculturelle. Tout comme la communication verbale, la communication non verbale exige, en situation interculturelle, une attention, des connaissances et des compétences spécifiques. L'on pourrait qualifier la communication verbale de digitale, et la communication non verbale d'analogique. Si la communication verbale comporte bien entendu de nombreuses dimensions (choix des mots, styles de communication, pauses, contexte...), les éléments constitutifs de la communication non verbale sont bien plus nombreux, et ils interviennent depuis un espace dont ni la personne qui parle ni celle qui écoute ne sont conscientes. La communication non verbale a lieu simultanément sur des registres très différents, et qu'elle peut être vue, entendue et/ou sentie. Etant donné que de nombreux aspects de la communication non verbale sont hors de portée de la langue, et qu'en outre la communication non verbale peut être simultanément intentionnelle et non intentionnelle, elle peut générer du sens émotionnel et des malentendus que ne comprennent ni la personne qui parle ni celle qui écoute. Les dimensions clé de la communication non verbale sont: 1) mouvements du corps et du visage – usage des bras, des mains, de la tête, des sourcils, de la bouche – de manière consciente et nonconsciente; 2) contact visuel (le regard); 3) ton de la voix, et volume; 4) espace; 5) toucher; 6) environnement – forme et décoration des pièces, ameublement, architecture; 7) temps, et comment il est conçu et utilisé lors de conversations, de rendez-vous, etc.; 8) silence.

Les recherches récentes effectuées par d'éminents spécialistes de la communication interculturelle montrent que 65 % à 90 % du message de toute communication relève du non verbal. Plus impressionnant encore, la plupart des recherches démontrent que le message non verbal l'emporte sur le message verbal, qu'il peut renforcer ou contredire [3, p. 48]. Cela signifie par exemple que si une personne dit «bienvenue, cela me fait tellement plaisir de te revoir», mais que son non verbal (ton de la voix, contact visuel, port de la tête, gestes des mains ou des bras) indique qu'en fait nous ne sommes pas vraiment le/la bienvenue, la dimension non verbale du message a davantage de crédibilité, et nous lui ferons davantage confiance.

Si diverses cultures et diverses personnes ont des préférences différentes en terme de styles de communication (verbale), il en va de même de la communication non verbale. Voilà pourquoi il peut être très difficile d'identifier et de décoder les codes non verbaux des personnes d'une autre culture. Il est si facile de les confondre avec nos propres codes, ou de les lire avec nos propres normes souvent inappropriées pour cela [2, p. 126].

Certains gestes par exemple sont similaires d'une culture à l'autre, mais leur signification et message peuvent être totalement différents dans chaque culture. D'autre part, des valeurs ou messages similaires peuvent être exprimés par des expressions non verbales différentes [3, p. 205]. Apprendre à lire et à comprendre les codes non verbaux d'une autre culture peut être aussi difficile que d'apprendre une autre langue, mais au moins aussi important. Il faut observer, essayer de comprendre, et adapter son non verbal pour qu'il contribue à la compréhension mutuelle dans un processus de communication interculturelle.

C'est pourquoi pour participer avec succès à la communication interculturelle il faut développer les compétences au niveau non verbal. Nous pensons que des pratiques suivantes nous aident à développer nos compétences de communication non verbale: devenir plus conscient(e) du fonctionnement de nos codes non verbaux, et des normes et valeurs culturelles qui les sous-tendent; observer, sans juger, le non verbal des personnes qui nous entourent; essayer consciemment d'adapter notre non verbal (contact visuel, gestion de l'espace, ton de la voix, toucher...) lorsque la personne avec laquelle nous sommes en interaction opère de manière très différente de la nôtre; regarder des films avec l'œil «non verbal», parce qu'ils peuvent être une source très riche d'apprentissage sans juger; s'exercer à essayer de comprendre le «pourquoi et le pour quoi» des expressions non verbales, plutôt que de les juger.

En conclusion, il est à noter que la dimension non verbale de la communication interculturelle est fascinante et difficile. Notre perception et interprétation du non verbal est donc souvent inexacte, basée sur nos propres valeurs et normes, et non pas sur celles de la personne avec qui nous interagissons.

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Статья посвящена невербальному компоненту межкультурной коммуникации. Автор указывает, что невербальные средства имеют огромное значение при передаче информации между собеседниками, подчеркивая, что они не только усиливают эффект того, что было сказано, но порой противоречат тому, что говорит собеседник. Поэтому, чтобы общение было успешным, необходимо овладеть его невербальным компонентом.

К содержанию

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SUPERSTITION IN MODERN WORLD

In spite of the fact that the lifestyle of a modern person has undergone numerous radical changes such as digitalization and computerization superstition still appears to be a huge part of our life. Although scientific knowledge is accessible as never before, people still believe in horoscopes, omens, spells and amulets. The belief in magical connection of events that are not connected from the objective point of view is widely understandable when described in terms of Ancient or Medieval times. But what makes people be superstitious nowadays?

The objective of this article is to bring attention to the factors of superstition formation and how it influences person's behavior and wellbeing directly. It is important to define the objective and subjective benefit or harm of superstition as a part of magical thinking. Also one of the main goals is to trace the causes of superstition formation, which may help improv life satisfaction and general person's wellbeing by nurturing or diminishing those causes.

R. G. Ardashev refers to superstition as “a form of mental reflection of surrounding and inner world that does not require any logical evidence and it is satisfied with any proposed solution” [2, p. 183]. It must be underlined that superstition is not a congenital character trait but a socially formed tendency. This tendency is assimilated in interpersonal and cultural communication in childhood before conceptual thinking gets taught to a child at school.

Superstitious tendencies grow rapidly during crises, when the feelings of fear, uncertainty and hopelessness accompany daily life of social groups, countries or even world population on the whole. According to N. P. Andryushkova, “the spreading of mysticism and superstition observed in recent years is a direct consequence of the intensification of social, economic and spiritual instability, forcing people to resort to the protection of supernatural and mysterious forces when feeling anxious and powerless” [1, p. 108].

There is a number of general causes that determine superstition formation. The first one is the desire to influence changeable environmental factors and special superficial forces such as weather, death, illness, luck and destiny that cannot be modified directly and objectively. This desire is determined by intention of defense and beneficiation. Secondly, it is the pursuit of psychological compensation (the wish to consulat oneself, direct them to choose “right” behavior by instilling a sense of fear of negative consequences or

by promising positive consequences). The third and the fourth causes are the lack of scientific knowledge or distrust of them in day-to-day situations and complicated political and economic situation, transitive state of society.

The results of the research conducted by N. P. Andryushkova on psychological features determining superstition level show that respondents with high superstition level tend to use coping strategies of avoidance: avoiding negative experiences, denying the problem, distancing from it and fantasizing. What is more, this group of respondents seeks social support (striving to solve problems by attracting external resources, focusing on interaction with other people, expectation of attention, advice, sympathy, concrete effective help) much more than respondents with average or low superstition levels. Also highly superstitious respondents have shown higher levels of belief in magic, God and interest towards unexplained phenomena.

What concerns anxiety, not only highly superstitious respondents have shown high anxiety ratio, but also those who do not prone to superstitious thinking. According to N. P. Andryushkova, high anxiety level of non-superstitious respondents is determined by the fact that complete denial of superstition is a protective mechanism and can be considered as a kind of superstition in itself. Respondents with low superstition level overcome negative experiences and anxiety by suppressing and restraining emotions striving for self-control while respondents with high superstition level overcome those experiences performing magical practices which they believe will protect them physically or psychologically. This also can be identified as a defense mechanism that contributes to lowering anxiety level.

As regards the effect of superstition on personal wellbeing, J. V. Sajenko has defined such positive aspects as increasing life- and self-satisfaction, strengthening the sense of security, lowering fear and anxiety level. In addition, superstition determines regulation of unconscious behavior through personification of social and moral standards and encouraging socially useful character qualities such as diligence, obedience, benevolence and agreeableness. Superstition in modern world can be seen as a way of escapism along with substance abuse, reading fiction and playing computer games that help people escape from objectively or subjectively unsolvable problems.

In the matter of negative aspects J. V. Sajenko names high suggestibility, low criticality of thinking, intellectual passivity and rigidity, lack of independence. Superstition also demobilizes mental adaptability, blocks activity and impedes objective cognition of the world. Superstitious people lose the sense of control over their lives easily that makes them the target of manipulation and fraud. It leads to the lowering of self-esteem and insecurity. It's important to mention that superstition not only teaches socially approved behavior, but also reprehensible knowledge and skills (casting damage and love

spells, engaging with “dark forces”, etc.) and cultivates the feelings of envy and inferiority.

In spite of the fact that superstitious thinking is accompanied by the feeling of general life satisfaction and security increase, it leads to passivity and stagnation. It prevents personal growth and contributes to the limitation of the world cognition. It is necessary to cultivate healthier ways of psychological compensation and stress-relief, for example physical activity, creative work and self-expression, volunteering, journaling, etc., to contribute to enabling personal development, improving the quality of life experience and general living standard.

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В статье рассматривается проблематика суеверности в современном мире, основные общечеловеческие и психологические факторы ее формирования. Автор описывает положительное и отрицательное влияние суеверности на уровень жизни человека, его психологическое состояние и общее благосостояние.

К содержанию

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ESTADO MODERNO DE LA HOSTELERÍA

La rápida expansión del COVID-19 no ha pasado por alto a ninguna de las economías nacionales, en particular sus componentes como el turismo, la hostelería y el transporte aéreo de pasajeros, que son las industrias más afectadas por la pandemia. El impacto del virus fue tan inesperado y poderoso que causó

millones de pérdidas y perspectivas inestables para un mayor desarrollo, lo que obligó a los propietarios de un medio de alojamiento a adaptarse a las condiciones de infección y desarrollar programas de desarrollo posteriores y planes de crisis.

Vale la pena señalar que las pérdidas en el negocio hotelero son desiguales. La comunidad mundial tiene ciertos criterios con los que determinar el grado de vulnerabilidad de un objeto dado: grande o pequeño. El grupo especial incluye instalaciones de alojamiento que no han resistido el ataque de las amenazas que se ciernen en forma de influencia de las autoridades o la falta de clientes, y se han visto obligados a cerrar. Según la consultora HVS, los más afectados fueron los hoteles que ofrecían una amplia gama de servicios a los visitantes, los hoteles que se encontraban dentro de las grandes ciudades y dependían de vuelos chárter, los hoteles cuyos operadores alquilan edificios a los propietarios y pagan un Alquiler fijo. Sin embargo, la situación sigue siendo bastante estable en los hoteles de campo y centros turísticos que ofrecen la oportunidad de alojarse por un período de 5 días.

Prestemos atención al hecho de que la demanda de hoteles de campo y excursiones de fin de semana ha crecido significativamente. Podemos observar esta dinámica en los países de Europa, donde la regulación del turismo depende directamente del flujo interno de turistas. En primer lugar, esto puede explicarse por la imposibilidad de viajar al extranjero, en segundo lugar, las personas que se encuentran en el mismo entorno durante mucho tiempo se caracterizan por un cambio temporal en el lugar de residencia mediante viajes pequeños dentro de su propio país. En varios países se ha producido una progresiva flexibilización de las medidas restrictivas y una lenta recuperación de la demanda de alojamiento en hoteles y hoteles. Por lo tanto, se puede suponer que en este momento la dirección principal para el trabajo de la empresa de alojamiento es ver el flujo interno de turistas.

Desafortunadamente, no es posible determinar exactamente el momento en que el negocio hotelero podrá recuperarse completamente de la pandemia. Se cree que el proceso de estabilización puede llevar varios años. El distanciamiento es introducido por las líneas aéreas, los aeropuertos, otros transportistas, que trae el inconveniente extremo de los pasajeros. Al analizar el estado actual del negocio hotelero, es importante tener en cuenta que algunos de los medios de alojamiento no solo han podido mantenerse a flote, sino que también han ayudado a los profesionales de la salud en los momentos más agudos de la pandemia.

Un número suficiente de hoteles en su momento cooperó con instituciones de salud. En particular, los ejemplos más claros de esto fueron los países con una alta concentración de pacientes: Estados Unidos (nueva York), Italia, Rusia.

El asentamiento de médicos, la prestación de servicios de alimentación eran los principales tipos de asistencia.

De otra manera, se ha desarrollado la situación en los hoteles que buscan mantener los salarios y los empleos. Ejemplos de estos hoteles fueron las empresas VIYM en Europa-Hard Rock hotel Davos en Suiza y Antognolla Resort and Residences en Italia. A pesar de todo, lograron mantener el personal completo, pagar los salarios establecidos y adaptarse a las nuevas condiciones de trabajo, por ejemplo, los viajes de negocios fueron reemplazados por videoconferencias.

Una parte de los gerentes de hoteles de los hoteles siguen pensando en las nuevas tecnologías para el desarrollo de su negocio, dejando como prioridad la seguridad de los posibles visitantes.

Anantara Hotels, Resorts & Spas ha tratado este tema de forma poco convencional. Aquí se presentó la vacante de Guardian invitado. De acuerdo con sus funciones oficiales, será responsable del cumplimiento de todas las normas y normas de seguridad, así como de las recomendaciones elaboradas por la organización mundial de la salud (OMS). Otro enfoque no trivial para garantizar la seguridad fue encontrado por los propietarios de la cadena de hoteles Kempinski Hotels, donde se implementó el llamado sistema White Glove Service, en el que el personal está obligado a usar una máscara y guantes blancos especialmente creados por un diseñador italiano.

Recientemente, se están desarrollando nuevos programas de seguridad en hoteles y hoteles. Uno de ellos es Four Seasons Lead With Care, que establece nuevos protocolos de operación de la empresa en medio de una pandemia con nuevas recomendaciones.

En el contexto de todo tipo de restricciones en la industria hotelera y su paralización casi completa, los propietarios de hoteles, inversores, bancos, operadores mantienen las comunicaciones lo más estrechamente posible para desarrollar las soluciones más efectivas y anticrisis. Solo este enfoque puede sentar las bases para estabilizar el desarrollo de las empresas de alojamiento en el período posterior al coronavirus.

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Представлен анализ современного состояния гостиничного бизнеса и влияние на него пандемии COVID-19, а также основные инновационные решения в индустрии гостеприимства, которые целесообразно принимать в кризисных условиях для смягчения критической ситуации.

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HORSES AS A MEANS OF TRANSPORTATION IN FICTION

Horses have long been multi-purpose animals: they were widely used for agricultural purposes (heavier horses for draught power), in war (cavalry), for riding and racing but also as a vehicle for carrying people until the 19th century. Horses were an affordable, practical and economical means of transportation until the Industrial Revolution and the invention of the steam and electric engines. There is no exact data on when the horse began to be used as a vehicle but descriptions of carts already appear in Sumerian sources [1].

Horse-drawn transport (or animal-powered transport) is a type of road transport, both freight and passenger, in which vehicles (carts) are driven by animals. Horses, oxen, buffaloes, donkeys, mules, dogs, deer are used as draft animals. It remained an important means of transport until World War II, after which it was superseded by motorized means of transport. In this article we made an attempt to distinguish lexical items denoting main types of transport in history and find the examples of their usage in the literary works of English and American writers. So the main types of transport are:

1. A *carriage (horse-drawn carriage)* is a closed passenger wagon with springs. They were most often used for personal use, although from the late Middle Ages in Europe they began to be used, among other things, as public transport [3]. We came across this type of transport in Charlotte Brontë's novel *Jane Eyre*: "*These ladies were deferentially received by Miss Temple, as Mrs. and the Misses Brocklehurst, and conducted to seats of honour at the top of the room. It seems they had come in the carriage with their reverend relative, and had been conducting a rummaging scrutiny of the room upstairs, while he*

transacted business with the housekeeper, questioned the laundress, and lectured the superintendent.”

2. *Horse tramway (street car)* is a historical type of public transport that was widely used before the transfer of the railway to steam, thermal, electric or cable traction. The most common area of application for horse riding was urban transport; the horse tramway was the forerunner of the electric tram. The horse carriage was an open or more often closed carriage, sometimes two-story with an open top. The carriage was pulled along the tracks by a pair of horses driven by a coachman [3]. This means of transport was mentioned in *The Financier* by Theodore Dreiser: *“Many of the things that we and he knew later were not then in existence – the telegraph, telephone, express company, ocean steamer, city delivery of mails. There were no postage-stamps or registered letters. The street car had not arrived. In its place were hosts of omnibuses, and for longer travel the slowly developing railroad system still largely connected by canals.”*

3. *Omnibus (bus)* – a multi-seat horse-drawn cart, a type of urban public transport, characteristic of the second half of the 19th century. *E. g. multi-seat horse-drawn carriage*. It is practically the predecessor of the bus [3]. The example of this vehicle can be found in *The Light That Failed* by Joseph Rudyard Kipling *E. g. She stepped into the omnibus and was swallowed up by the fog.*

4. *Stagecoach* is a vehicle for intercity transportation of passengers, with luggage, as well as a type of intercity public transport. A multi-seat horse-drawn carriage carrying passengers and mail [3]. The examples are found in Mary Balogh’s *Simply Magic*: *“It is to be hoped, Miss Osbourne,” Morley said, “that you did not sit on hay, as so many travelers do when they do not ride in carriages or on the stagecoach.* And in Terry Pratchett’s *Maskerade*: *“Are you ladies waiting for the stagecoach?”*

5. A *cart* is a simple peasant or pit cart, of various types, with shafts, a four-wheeled freight wagon. Horses are usually harnessed. Despite the seeming primitiveness, the cart is a complex technical structure, consisting of many parts [3]. Examples are H. G. Wells’ *The War of the World*: *“There were cabs, carriages, shop-carts, waggons, beyond counting; a mail cart, a road-cleaner’s cart marked “Vestry of St. Pancras,” a huge timber waggon crowded with roughs. A brewer’s dray rumbled by with its two near wheels splashed with fresh blood.”*

It is worth noting the disadvantages of such transport: the carriages got stuck on the road, broke down, required serious repair costs, uncomfortable and unsafe driving (shaking). Gradually, transport was improved; suspensions and a more comfortable body were invented.

So, horse-drawn transport contributed to urbanization, had a huge impact on society which was reflected in the novels by English and American writers

(*Ch. Bronte, Th. Dreiser, J. R. Kipling, etc*) all means of transport were employed. In social terms, in the truest sense of the word, it brought the townspeople closer together. Only the poorest could not afford even an omnibus. Thanks to it, it became easier for residents of the nearest suburbs to get to the city center.

Today, horse-drawn transport is not as common as it used to be – single copies have been preserved as museum exhibits, as an attraction for entertaining vacationing citizens and as a cart for magnificent ceremonies, for example, coronations and Royal weddings.

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В статье показывается роль лошади и видов транспорта, запряженного лошадьми, в истории становления городского транспорта. Показан переход использования тягловой силы лошади сначала в сельском транспорте, далее – в городском. Автор приводит словарные дефиниции каждого вида транспорта и их упоминание в литературных произведениях английских и американских писателей.

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DIE BESONDERHEITEN DER UMWELTPOLITIK IN DEUTSCHLAND

Die Lösung der Umweltschutzprobleme steht immer auf dem führenden Platz in der Bundesrepublik Deutschland. Alle politischen Parteien schenken diesem Problem große Aufmerksamkeit. Das Ziel dieses Artikels ist die Analyse der Umweltpolitik, die in der BRD in den letzten Jahren durchgeführt wird.

Eine gezielte Umweltpolitik wird in Deutschland seit den siebziger Jahren betrieben. Auslöser war auch das wachsende Bewusstsein der Bevölkerung für die Themen des Umweltschutzes, was mit dem Entstehen einer ökologischen Bewegung deutlich wurde. In vielen Teilen Deutschlands entstanden Bürgerinitiativen und Umweltschutzverbände wie Greenpeace sowie Forschungsinstitutionen wie das Freiburger Ökoinstitut.

1986 wurde schließlich das Bundesministerium für Umwelt, Naturschutz und Reaktorsicherheit geschaffen. Es ist innerhalb der Bundesregierung verantwortlich für die Umweltpolitik des Bundes. Ihm untersteht u. a. Umweltbundesamt in Berlin. Auch die Bundesländer haben Umweltministerien.

Im Zentrum der Abfallwirtschaftspolitik in Deutschland steht die Produktverantwortung. Damit sollen bereits in der Produktionsphase von Gütern die Voraussetzungen geschaffen werden für die effektive und umweltverträgliche Abfallvermeidung. Hersteller müssen ihre Erzeugnisse also so gestalten, dass bei der Produktion und beim späteren Gebrauch das Entstehen von Abfällen vermindert und eine umweltverträgliche Verwertung und Beseitigung der Reststoffe ermöglicht wird.

Das Kreislaufwirtschafts- und Abfallgesetz von 1996 setzt diese Politik in die Tat um. Mit dieser Politik ist es Deutschland gelungen, weltweit die höchsten Verwertungsquoten zu erzielen. Jeweils mehr als die Hälfte aller Siedlungs- und Produktionsabfälle werden bereits jetzt verwertet. Bei einzelnen Abfällen liegen die Recyclingquoten weit höher, wie z.B. bei Verpackungen 77 %, bei Batterien 66 %, bei graphischen Papieren 83 %. Bei Getränkeverpackungen hat die neu eingeführte Pfandpflicht den Mehrweganteil bereits stabilisiert.

Neue Rechtsvorschriften, wie das Altfahrzeuggesetz, die Gewerbeabfallverordnung, die Altholzverordnung und die noch 2004 in Kraft tretende Vorschrift für Elektro- und Elektronikaltgeräte werden Abfälle weiter vermeiden und die Verwertungsquoten ansteigen lassen.

In Deutschland sind rund 45.000 Tierarten und über 30.000 Arten der höheren Pflanzen, Moose, Pilze und Algen. Sehr viele Arten sind stark gefährdet oder vom Aussterben bedroht. Man führt ständig Monitoring durch. Seit 1970 wurden mehr als 140 Parks, davon 12 Nationalparks, geschaffen. Hier bewahrt man Flora und Fauna vor Zerstörung oder negativer Veränderung.

Zentrale Aufgaben der Gewässerschutzpolitik in Deutschland sind:

- das ökologische Gleichgewicht der Gewässer zu bewahren oder wiederherzustellen;
- die Trink- und Brauchwasserversorgung zu gewährleisten und alle anderen Wassernutzungen, die dem Gemeinwohl dienen, langfristig zu sichern.

Die aktuelle Gewässerschutzpolitik ist vor allem darauf gerichtet, die Belastung des Grundwassers und der Oberflächengewässer mit gefährlichen

Stoffen, z. B. mit giftigen, schwer abbaubaren organischen Stoffen und mit einigen Schwermetallen zu verhindern sowie durch verschärfte Anforderungen an kommunale und industrielle Kläranlagen.

Die Nutzung der Weltmeere war lange mit dem Irrglauben an die Unerschöpflichkeit der Ressourcen und ihre grenzenlose Regenerationsfähigkeit verbunden. Die Folgen sind hohe ökologische Risiken und erhebliche negative Auswirkungen auf die Meeresumwelt. Gefährdungen ergeben sich vor allem durch Einträge persistenter – d.h. im Wasser nicht oder nur schwer abbaubarer – Schadstoffe und übermäßiger Nährstoffeinträge über die Flüsse sowie den weiträumigen Transport von Schadstoffen über die Atmosphäre [2].

Erfolge im Meeresumweltschutz lassen sich nur durch intensive internationale Zusammenarbeit auf regionaler und weltweiter Ebene erreichen. Die Bundesrepublik Deutschland ist daher Vertragspartei aller einschlägigen Übereinkommen.

Die Neubildung eines Zentimeters Boden dauert 200 bis 300 Jahre und erfüllt solche Funktionen:

- Lebensgrundlage und Lebensraum für Mensch, Flora und Fauna;
- Abbau und Umbau von Stoffen, einschließlich des Abbaus von Schadstoffen;
- Speicherung und Filterung von Wasser;
- Standort für die wirtschaftliche Nutzung, für Siedlung, Verkehr und Freizeit;
- Produktionsgrundlage für die Land- und Forstwirtschaft, für Gartenbau und Rohstoffgewinnung;

Die natürlichen Bodenfunktionen gehen durch Bodennutzungen, die zur Bebauung oder anderweitiger Versiegelung des Bodens führen, weitgehend verloren. Der Schutz der Böden wurde lange Zeit indirekt geregelt über Bestimmungen zur Luftreinhaltung, zur Abfallbeseitigung und zur Anwendung von Dünge- und Pflanzenschutzmitteln in der Landwirtschaft. Mit der Bodenschutzkonzeption von 1985 hat die Bundesregierung erstmals einen Handlungsrahmen geschaffen für den Ausgleich der vielfältigen Nutzungsansprüche an den Boden, zur Abwehr von Schäden und zur Vorsorge auch gegen langfristige Gefahren und Risiken.

Die Luft in Deutschland ist von Schadstoffen belastet, wie in anderen Industrieländern. Rund 64 Prozent der Bäume sind schwach bis deutlich geschädigt, lediglich 36 Prozent gelten als gesund. Gegen die Luftverschmutzung wurde ein umfassendes Programm entwickelt. Luftverunreinigungen werden schon an der Quelle erfasst und drastisch abgebaut. So werden z. B. die Schadstoffe, die aus Kraft- und Fernheizwerken sowie mit Autoabgasen in die Luft gelangen, durch Filter bzw. Katalysatoren zum großen Teil zurückgehalten [1].

So kann man zusammenfassend sagen, dass die Umweltmaßnahmen der Bundesregierung rechtzeitig und erfolgreich sind. Mit solcher Tendenz hat das Land alle Chancen auf schnelle Lösung der heutigen Umweltprobleme.

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Статья посвящена проблеме законодательного регулирования актуальных вопросов и правительственных программ, направленных на улучшение экологической ситуации в Германии. Автор уделяет особое внимание гражданским инициативам и движениям в области защиты окружающей среды.

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THE SYSTEM OF MEANS OF VISUALIZATION IN FOREIGN LANGUAGE TEACHING

Visualization is considered as the most important direction for improving didactic tools. The spread of visualization processes is a consequence of globalization, as well as the result of the need for quick understanding and interaction between people in the conditions of constantly growing amounts of information. No one doubts the transition from “textual civilization” to “image civilization”.

The use of means of visualization in teaching foreign languages is growing. The use of visualization is typical for all stages of learning. Its creation is based on various ways of processing and arranging information, allowing us to present it in a compact and convenient form for better perception and use. But the problem is that, despite the significant spread of visualization means, their use in the learning process is often unsystematic and chaotic. In this regard, we propose to use a systematic approach to develop a complex of principles in

teaching a foreign language, because systematic thinking helps to optimize the processes of cognition, comprehension and practical application of knowledge.

Defining the goals of the visualization system in foreign languages education, we rely on the concept developed by E. I. Passov, according to which foreign language education has four aspects: cognitive, developmental, upbringing and educational [2, p. 8]. Analysis of individual publications on the problems of teaching a foreign language using means of visualization allowed us to highlight the most significant principles:

- the principle of purposefulness – the application of this principle requires the teacher to know the main purpose of using visualization means in a particular situation in the educational process;

- the principle of functionality means that any visualization means performs certain functions of a teaching, educational, developmental and cognitive nature in the learning process;

- the principle of complexity implies the inclusion of information that allows to learn three sides of speech (lexical, grammatical and pronunciation).

At the same time, it is important to understand that the information richness of the educational process involves special preparation of educational material. It is necessary to present knowledge and information in a “compressed” form. P. M. Erdniev claims that “the greatest strength of mastering the program material is achieved when the educational information is presented simultaneously in three codes: pictorial, numerical, symbolic” [1, p. 148]. In this regard, the principle of system quantization and the principle of cognitive visualization are of great importance, as they reflect the specifics of visualization in learning.

The principle of cognitive visualization follows from psychological patterns, according to which the efficiency of assimilation of information and knowledge increases if cognitive graphic educational elements are used in training. This leads to the fact that the “figurative” right hemisphere is connected to the assimilation process. At the same time, “supports” (drawings, diagrams, models), which compactly illustrate the content, contribute to the systemic nature of knowledge. According to Z. I. Kalmykova, abstract educational material requires concretization, and various types of visualization correspond to this goal – from subject, to very abstract, symbolic. “When perceiving visual material, a person can embrace a single look at all the components included in the whole, trace possible connections between them, categorize according to the degree of significance, generality, which serves as the basis not only for a deeper understanding of the essence of new information, but also for its transition into long-term memory” [1, p. 149–150].

Currently, a large number of knowledge visualization means is used. Let’s consider some of them in detail.

Multimedia presentation. The advantage of presentation as a means of visualization is that knowledge is conveyed in the unity of the image and text, involving memory, thinking, imagination and personal meaning. Information is perceived by a person as a kind of mental constructor. Recently, dynamic presentations have gained great popularity, which are actually a training video based on a multimedia presentation with the active use of animation effects.

The use of multimedia presentations in foreign language lessons makes it possible to implement a communicative approach to mastering all aspects of a foreign language: cognitive, educational, developmental and educational, and within the educational aspect – all types of speech activity: reading, speaking, listening, writing. Working with presentations makes you structure the material, formulate it as briefly and concisely as possible, systematize the perceived information, presenting it in the form of a basic concepts.

Mental maps. In the 60–70s of the XX century, the American scientist Tony Buzan invented Mind Maps. A memory map is a method of graphical expression of the processes of perception, processing and memorization of information, solving creative problems, a tool for the development of memory and thinking, thanks to which both hemispheres can be used to form the educational and cognitive competence of students.

Schemes operate on the same principle as our brain, which remembers key words and images, not sentences. Schemes allow you to record and remember associations and connections, to place a larger amount of information. The potential of mental schemes in teaching a foreign language can hardly be overestimated, they can be used to master knowledge of a sociocultural orientation, form and improve grammatical and lexical skills, as well as when planning a monologue and dialogic speech, to develop writing skills.

The use of mental maps in English lessons makes it possible to:

- create motivation;
- organize individual, group and collective activities of students;
- design educational content in accordance with the age of the students;
- implement a differentiated approach to learning;
- organize independent work of students;
- organize project activities of students;
- teach students to use dictionaries, reference books and other sources of written and oral information;
- develop the creative and intellectual abilities of students.

You can draw a mental map on paper or use the ConceptDraw MINDMAP Professional computer program, Mind Manager Pro 6, Edraw Mind map, bubbl.us service.

Tag clouds – Wordle. Wordle is a service for creating a word cloud from the text. On the site www.wordle.net, you need to enter text in a special field,

and the program will generate a cloud, displaying the most frequently used words in large print. Any text can be turned into such clouds.

Using the Wordle service opens up great opportunities for both teaching and learning a foreign language. The use of this methodology in foreign language classes is one of the means of increasing interest in learning, it allows for better mastery of oral speech by students, increases the level of language and speech training, and contributes to the formation and improvement of lexical skills.

Thus, the system of visualization tools used in teaching foreign languages has its own goal – the implementation of educational, developmental and cognitive potentials of foreign language education through the visualization of information. The development of visualization tools is carried out on the basis of the principles of purposefulness, functionality, complexity, principles of system quantization and cognitive visualization. Therefore, the use of the visualization system in foreign language education provides ample opportunities not only for acquaintance with the facts, processes and events of culture, but also the transfer of lexical, grammatical, phonetic and communicative knowledge in an accessible and easy form.

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В статье раскрывается проблема визуализации информации на уроках иностранного языка. Автор показывает функции средств визуализации информации и приводит пример средств ее осуществления.

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INFLUENCE OF COLOR ON THE MENTAL STATE OF PEOPLE

Colors accompany a person everywhere: whether you're buying a car or just looking at photos, you're always dealing with the power of color. Colors influence human thinking, sensory perception of reality, even actions. The aim of the article is to regard the meaning of colors in psychology and how different colors affect the psyche.

Color theory is both the science and art of using color. It explains how humans perceive color; how colors mix, match or contrast with each other. It also involves the messages colors communicate. Color psychology studies how colors affect us. With the help of color, you can improve memory, attention and even convince a person to make a particular decision. Knowing the meanings of colors is the key to understanding human behavior. Color has long been used to treat nervous disorders. This type of treatment is called "color therapy" or "chromo therapy". It is a method of influencing the body with color in order to restore its normal functioning. There are a lot of methods of color exposure: a color meditation, a color relaxation. Color therapy can be used alone or in combination with music therapy. No wonder there are special films for getting out of depression. People can apply color treatment not only with the help of specialists, but also on their own. To do this, they just need to know what color has effect on a person [1].

Max Luscher, former director of the Institute for Psychological and Medical Diagnostics in Lucerne, is a well-known personality in the field of color psychology. The famous "Luscher test" has been used by psychologists, therapists and psychiatrists since 1947. The essence of the test is that a person is choosing the most preferred color from 8 cards. After the choice has been done, the card is removed and the person is asked to choose from the remaining ones until the moment when all the cards are selected. The cards are analyzed according to the Luscher system and conclusions about the personality are made from the order of selection. The colors in the Luscher system are not simple, they were selected from 4500 tones and shades. The choice of color happens unconsciously and it helps to reveal what a person really is. Each of us prefers one color and the color we prefer can tell a lot about our character and emotional state.

Based on the preference for one color or another, everyone can independently draw a conclusion about their psychological characteristics: white color can be preferred by a person with any character, because it does not repel

anyone. Black is the color of uncertainty, symbolizing a gloomy perception of life. Grey is the favorite color of judicious and distrustful people who think for a long time before making any decision. Red is the color of passion. The person who likes it is bold, quick-tempered and sociable. Red is the color most preferred by teenagers. Brown is the choice of firm and confident people, who appreciate traditions and family. Yellow symbolizes calmness, ease in relations with people. The preference of yellow means sociability, curiosity, courage. If a person doesn't like yellow, then we are talking about a man who is concentrated, pessimistic, with whom it is difficult to make acquaintance. Blue is the color of the sky, peace and relaxation. If you like it, then you are prone to modesty and melancholy. Rejecting this color, a person reveals the desire to impress others showing them that he can do everything in the world. Green is the color of nature, spring and life itself. The one who prefers green is afraid of someone else's influence, looking for a way of self-assertion. Anyone who does not love green is afraid of all difficulties in general. The green color is rejected by people who are on the verge of mental and physical exhaustion [2].

Currently, scientists are making active attempts to use the influence of color on human psychophysiology for various purposes. For example, the predominance of any color in the design of the room creates a certain emotional and business environment. The color scheme of the interior subconsciously affects not only the performance of employees, but also the results of business negotiations. The light blue color contributes to better assimilation of information and the establishment of friendly relations, so it is recommended to use it in negotiation rooms. The navy blue color, on the contrary, scatters attention and reduces the efficiency of staff. Green color has a calming effect on the nervous system, relieves headaches, fatigue, irritability, lowers blood pressure. Red one increases the content of adrenaline in the blood, increases efficiency and is therefore especially recommended for slow people. However, an excess of red and green at the subconscious level awakens a thirst for profit in a person, and red also increases aggressiveness. Violet color improves the functioning of the heart and lungs, increases the endurance of the body. Nevertheless, we should remember that this color is a catalyst for fatigue. So if you want to buy a purple blouse, then it's time to go on vacation. The transition in the room from yellow to blue is soothing. On the pink floor we walk with caution, on the brown floor – with confidence. White color irritates the nervous system, and the yellow-orange light of the lamps promotes creative thinking and good mood. It has also been observed that in public places where color is limited to white, black and grey, people do not stay for a long time. Colors can visually expand rooms (for example, yellow and yellow-green) or narrow them (red-orange). At the same time, in a red room it feels 3–4 degrees warmer than in an orange one, and in an orange room it feels 3–4 degrees warmer than in a blue-green one [3].

Each of the colors has its own emotional power, which must be taken into account when stimulating labor activity. The psychology of color influences equally all people. The considered characteristics of color allow us to conclude that color affects our soul, causes certain feelings, thoughts and emotions, therefore it is very important to use colors correctly so that they not only please us, but also benefit us in the in the desired way. So the colors we choose are an expression of our psychological state, and at the same time the right choice of colors helps normalize the emotional background without pills and visits to psychotherapists.

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Статья затрагивает ряд вопросов, связанных с влиянием цвета на психологическое и физиологическое состояние человека. Автор анализирует значение цветов в психологии, приводит примеры того, что означает каждый цвет. Внимание уделяется тому, какие оттенки повышают работоспособность и какие цвета воздействуют на психику. Рассмотрено понятие цветотерапии и обоснована необходимость ее использования.

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BLACK HOLES

As we investigate our Universe, black holes are some of the most violent, mysterious objects we find. The first discussion of black holes was in 1783 by John Michell. His argument ran as follows: if one fires a particle such as a cannon ball vertically upwards it will be slowed down by gravity. Eventually,

the particle will stop moving upwards and will fall back. However, if the initial upwards velocity were greater than some critical value, called the escape velocity, gravity would never be strong enough to stop the particle and it would get away. The escape velocity is just over 11 kilometres per second for the Earth and about 617 kilometres per second for the Sun. Both of these are much higher than the speed of real cannon balls. But they are compared to the speed of light which is 300,000 kilometres per second. Thus light can get away from the Earth or Sun without much difficulty. Michell argued that there could be stars that were much more massive than the Sun which had escape velocities greater than the speed of light. People are not able to see them because any light they sent out is dragged back by gravity. Thus Michell called them dark stars, what we now call black holes and nowadays they are matters of a science fact [1].

What do black holes look like? Black holes have three “layers”: the outer and inner event horizon and the singularity. The event horizon of a black hole is the boundary around the mouth of the black hole through which light cannot escape. Once a particle crosses the event horizon it cannot leave. Gravity is constant across the event horizon. The inner region of a black hole is known as its singularity, the single point in space-time where the object’s mass lies. Scientists can’t see black holes the way they can see stars and other objects in space.

The thing that characterizes a black hole is its strong gravity. All the mass in a black hole is concentrated in a tiny region surrounded by a boundary called the “event horizon”. One can compare falling through the event horizon as like going over Niagara Falls in a canoe. If you are above the Falls you can get away when you paddle fast enough, but once you are over the edge you are lost. As you get nearer the Falls the current gets faster. This means it pulls harder on the front of the canoe than the back and there’s a danger that the canoe will be pulled apart. It is the same with black holes. If you fall towards a black hole feet first gravity will pull harder on your feet than your head because they are nearer the black hole. The result is that you will be stretched out lengthwise and squashed in sideways. If the black hole has a mass of a few times the Sun you will be torn apart and made into “spaghetti” before you reach the horizon. However, if you fall into a much larger black hole with a mass of more than a million times the Sun the gravitational pull will be the same on the whole of your body and you will reach the horizon without difficulty. There is a black hole with a mass of about four million times that of the Sun at the centre of the Milky Way galaxy. Nothing that crosses that boundary can return to the outside universe, not even light [3].

When John Wheeler introduced the term “black hole” in 1967 it replaced the name of “frozen star”. From the outside one can’t tell what is inside a black hole apart from its mass, electric charge and rotation. Whatever you throw in or

however it is formed black holes look the same. This means that a black hole contains a lot of information that is hidden from the outside world. John Wheeler is known for expressing this principle as “A black hole has no hair” [1].

In 2019 the Event Horizon Telescope (EHT) collaboration released the first image ever recorded of a black hole in the centre of galaxy M87. Now the astronomers know what a black hole looks like [2].

Black holes were predicted by Einstein’s theory of general relativity which showed that when a massive star dies it leaves a small, dense remnant core behind. Black holes form from the remnants of large stars that die in a supernova explosion.

The three discernible properties of black holes are their mass, charge and angular momentum. These are the classical charges that have been understood for a long time. However, black holes also carry a supertranslation charge. Perhaps black holes have a lot more than we first thought. “They are not bald” but actually have a very large amount of supertranslation hair. This supertranslation hair might encode some of the information about what is inside the black hole.

The black holes are still characterised only by their overall mass, electric charge and spin outside the event horizon. But the event horizon itself contains the information needed to tell us about what has fallen into the black hole in a way that goes beyond these three characteristics. People are still working on these issues and therefore the information paradox remains unresolved [1].

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В статье описывается одно из самых загадочных явлений в космосе – черные дыры: их строение, характеристика, механизм действия и различные теории их образования.

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BEITRAG DEUTSCHER ORGANISATIONEN ZUM UMWELT- UND NATURSCHUTZ

Die Umweltprobleme sind heute sehr relevant und betreffen die ganze Menschheit. Sie sind aber allein von staatlichen Stellen nicht zu bewältigen. Wirksamer Natur- und Umweltschutz ist ohne die nichtstaatlichen Natur- und Umweltschutzorganisationen nicht mehr denkbar. Sie machen Missstände im Umweltschutz öffentlich und mit unterschiedlichen Mitteln wird Druck auf die Verantwortlichen ausgeübt. Ihre Mitarbeit wird als hilfreich und notwendig beurteilt. In der BRD ist ihre Mitarbeit im Bundesnaturschutzgesetz (BNatSchG) mit dem § 29 „Anerkennung von Naturschutzverbänden“ fixiert [1].

Im vorliegenden Beitrag werden die wichtigsten deutschen Natur- und Umweltschutzorganisationen beschrieben. Der Schwerpunkt liegt auf Zielen und Funktionen der Umweltverbände und ihrer Rolle im Umweltschutz.

Eine Umweltschutzorganisation (auch: Naturschutzorganisation) ist eine Organisation, die gegen aus ihrer Sicht schädliche Veränderungen der Biosphäre vorgeht und die Lebensgrundlagen des Menschen möglichst unversehrt erhalten will bzw. sich für nachhaltige Entwicklungen einsetzt. Darunter fallen alle Organisationen, die sich im weitesten Sinne um Schutz, Erhaltung und oder Erweiterung der Landschaft, um Schutz, Ausbau, Hege und Pflege von Tier- oder Pflanzenarten oder auch von Schutzgebieten und Biotopen kümmern. Das gemeinsame Anliegen aller Umweltorganisationen ist also eine intakte Natur. Natur- und Umweltschutzorganisationen sind nichtstaatlich (sie sind als Vereine, Verbände oder Bürgerinitiativen organisiert), gemeinnützig und nicht kommerziell. Ihre besondere Stärke ist die Praxisnähe, große Sachkenntnis, Flexibilität und Unabhängigkeit.

Als Dachverband deutscher Umweltschutzorganisationen vertritt der Deutsche Naturschutzring (DNR) rund 100 Mitgliedsorganisationen, die zusammen rund elf Millionen Menschen erreichen. Die Liste der Mitgliederorganisationen liest sich von BUND und NABU bis hin zum Verband der deutschen Höhlen- und Karstforscher (VdHK). Zu den bekanntesten Umweltschutzorganisationen gehören auch Greenpeace, der WWF, die Naturfreunde, die Deutsche Umwelthilfe und die Grüne Liga.

Der Naturschutzbund Deutschland (NABU). Der NABU begeistert seit über hundert Jahren Menschen für die Natur. Diese Naturschutzorganisation genoss im Jahre 2019 den Status „mitgliedsstärkste Umweltorganisation“ (rund

520.000 Mitglieder). Von konkreten Schutzprojekten über politisches Engagement bis hin zur Umweltbildung – macht sich der NABU für die Tier- und Pflanzenwelt stark. Und da die Natur keine Grenzen kennt, stellt sich der NABU auch mit internationalen Projekten der globalen Verantwortung für den Schutz der biologischen Vielfalt.

Die Vielfalt der Projekte beginnt bei den kleinsten Tieren und hört auch beim Schutz des Schneeleoparden nicht auf. Dazu einige Beispiele: Der Lobbyist für die Natur kürt den Vogel des Jahres und betreibt in zwei Instituten (das NABU-Institut für Vogelschutz in Bergenhusen und das NABU-Institut für Ökologie und Naturschutz in Eberswalde) wissenschaftliche Forschung. Zum Schutz wertvoller Lebensräume kauft die „NABU-Stiftung Nationales Naturerbe“ Flächen von herausragender Bedeutung für den Naturschutz an und sichert so Naturparadiese als Lebensstätten für bedrohte Arten. Landschaft, Umwelt und Rohstoffe finden gleichermaßen Beachtung beim NABU.

Bund für Umwelt und Naturschutz Deutschland (BUND). Im Vordergrund steht eine nachhaltige Landwirtschaft, weil diese Anbauweise gesunde Lebensmittel impliziert. Doch auch für den Klimaschutz, die Nutzung erneuerbarer Energien sowie für den Schutz der Artenvielfalt setzt sich der BUND ein. Laut dieser Umweltorganisation ist eine intakte Umwelt kombiniert mit einer minimalen Rohstoffnutzung vereinbar [2].

Mit fast 500.000 Mitglieder ist der BUND eine der größten Umweltorganisationen in Deutschland. Er hat ein breites Spektrum verschiedener Maßnahmen. Ehrenamtliche Arbeitskreise arbeiten und informieren zu Themen wie dem Klimaschutz, der Verkehrsproblematik, der Bio- und Gentechnologie und beteiligen sich an Anhörungen des Bundestags. In spektakulären Kampagnen und öffentlichen Aktionen werden umweltpolitische Defizite aufgedeckt und die Öffentlichkeit wird aufgeklärt. Beispiele: Protestaktionen gegen die Magnetschwebebahn, gegen Gentechnik in der Landwirtschaft, für einen sofortigen Ausstieg aus der Atomkraft.

Der WWF Deutschland ist ein selbstständiger Teil des World Wide Fund For Nature und zählt zu den bekanntesten Tier- und Artenschutzorganisationen in Deutschland. Laut Satzung ist es Zweck der Stiftung, Natur- und Umweltschutz, Wissenschaft, Erziehung und Bildung im Natur- und Umweltbereich zu fördern. Bis heute hat WWF 13.000 Projekte umsetzen können. Ein Beispiel hierfür sind die zahlreichen Aktionen für Schulen. So wurde der Wettbewerb „Holt den Wald ins Klassenzimmer“ gestartet, um den Kindern zu vermitteln, wie wichtig der Wald für Mensch und Tier und das gesamte Leben auf der Erde ist. Die Kinder wurden dazu aufgefordert, eine Geschichte über ihre Bindung zum Wald zu erzählen oder den Wald darzustellen. Eine tolle Aktion, die auf den Naturschutz aufmerksam macht.

NaturFreunde Deutschlands. NaturFreunde Deutschlands ist ein sozial-ökologischer und gesellschaftspolitischer aktiver Verband für Umweltschutz, sanften Tourismus, Sport und Kultur. Die Umweltorganisation hat es über ca. 125 Jahre geschafft, 400 Naturfreundehäuser in Deutschland zu bauen. Die Übernachtungsmöglichkeiten liegen oft in Naturschutzgebieten und fördern den sanften Tourismus. Außerdem organisiert die Umweltorganisation Wander- und Radtouren, Camps, Skifreizeiten und Kulturreisen mit der Besonderheit, diese Aktivitäten sehr umweltbewusst und sozialverträglich zu gestalten. Es gibt sogar spezielle "Natura Trails" also Wanderwege, die die Natur besonders schonen.

B.A.U.M. Heute ist B.A.U.M. mit fast 700 Mitgliedern ein starkes Unternehmensnetzwerk für nachhaltiges Wirtschaften. Ziel von B.A.U.M. ist es, Unternehmen, Kommunen und Organisationen für die Belange des vorsorgenden Umweltschutzes sowie die Vision des nachhaltigen Wirtschaftens zu sensibilisieren und bei der ökologisch wirksamen, ökonomisch sinnvollen und sozial gerechten Realisierung zu unterstützen.

Umweltorganisation Deutsche Umwelthilfe (DUH). Die DUH (447 Mitglieder) ist eine deutsche Umwelt-, Natur- und Verbraucherschutzorganisation. Der eingetragene Verein engagiert sich für den Klimaschutz, die Erhaltung der biologischen Vielfalt, eine auf Effizienz und regenerativen Quellen basierende Energieversorgung, Ressourcenschonung und Kreislaufwirtschaft, saubere Luft, nachhaltige Mobilität und Verbraucherschutz.

Zum Schluss kann man sagen, dass Umweltorganisationen ein notwendiges Gut sind, weil sie sich für das öffentliche Gut namens Umwelt einsetzen. Sie zeigen auf, dass Mensch, Tier und Umwelt sehr wohl in einem Einklang miteinander leben können, ohne dafür einen hohen Verlust an Lebensqualität einzubüßen. Umweltorganisationen setzen dort an, wo Politik und Industrie versagen. Sie fungieren als Berater und Unterstützer, die umsetzbare Lösungen entwickeln und diese den verantwortlichen Akteuren vorlegen. Sie wirken darauf hin, dass der Natur-, Tier-, Umwelt- und Artenschutz in Politik und Gesellschaft ihrer Bedeutung entsprechend berücksichtigt werden.

Im Gegensatz zu „normalen“ Bürgern verfügen Naturschutzorganisationen über eine größere Macht. Sie erreichen das, was einzelne Individuen niemals erreichen würden, ob mit Druck oder Dialog spielt dabei eine untergeordnete Rolle. Denn freiwillig leistet kaum jemand einen Beitrag für den Erhalt der Umwelt. Schließlich steht die Natur jedem zur Verfügung. Umweltorganisationen vermitteln ihre Denkweise überzeugend weiter. Deshalb sind sie unverzichtbar.

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Статья посвящена самым влиятельным некоммерческим природоохранным организациям, которые действуют на территории Германии. Основное внимание уделяется целям и функциям данных обществ и их роли в охране окружающей среды.

К содержанию

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LAS TENDENCIAS Y PERSPECTIVAS DE DESARROLLO DEL MERCADO TECNOLÓGICO MUNDIAL

La pandemia lanzó a muchas organizaciones hacia el futuro, acelerando rápidamente la transformación digital. Los entornos de trabajo cambiaron de la noche a la mañana, ya que el trabajo remoto se convirtió en común y las demandas del mercado evolucionaron. Estas nuevas condiciones instaron a las organizaciones de tecnología a mejorar sus cadenas de suministro para una mayor transparencia y resistencia y para aumentar sus esfuerzos de transformación.

El propósito de este estudio es destacar los problemas y definir las principales tendencias del mercado tecnológico mundial.

En 2021, muchas redes de suministro tuvieron problemas. Los líderes de la industria tecnológica decidieron reorientar y volver a capacitar a su fuerza laboral para optimizar las capacidades de trabajo remoto y aprovechar al máximo las tecnologías avanzadas como la inteligencia artificial (IA).

A principios de 2022, muchos de estos problemas siguen siendo el centro de atención de las empresas de tecnología, con una diferencia importante: los líderes ahora tienen la oportunidad de abordar estos desafíos de manera más deliberada y resuelta. En lugar de gestionar una crisis inmediata, pueden sentar bases sólidas para la innovación y el crecimiento futuros.

Teniendo esto presente, en 2022 se observarán las siguientes tendencias en el mercado:

1. Llevando la nube y todo como servicio (XaaS) al siguiente nivel. Los líderes consideran que todo como servicio (XaaS) es fundamental para su transformación digital e importante para crear nuevas soluciones y modelos

comerciales para prosperar en la nueva normalidad. La nube se está convirtiendo rápidamente en la plataforma preferida para habilitar XaaS y estimular la innovación, impulsando capacidades de IA, servicios de borde inteligente y conectividad inalámbrica avanzada. A medida que más empresas adopten la TI basada en servicios y en la nube para impulsar la innovación y la transformación, y a medida que se multipliquen los proveedores de XaaS, se necesitará más trabajo para administrar las complejidades técnicas y operativas de los enfoques híbridos y de múltiples nubes.

2. Creando las cadenas de suministro del futuro. Con la escasez de chips y componentes críticos a lo largo de 2021, muchas empresas del sector de la tecnología, incluidas empresas de PC, portátiles y teléfonos inteligentes de marca, proveedores de infraestructura de centros de datos y distribuidores de TI, experimentaron retrasos significativos en los envíos y pedidos. Los tiempos de espera para ciertos teléfonos inteligentes de gama alta oscilaron entre cuatro y ocho semanas a partir del tercer trimestre de 2021. Algunas marcas de computadoras portátiles y PC experimentaron tiempos de entrega de hasta 20 semanas, aproximadamente de siete a diez veces más de lo normal [1]. A medida que las empresas de tecnología continúen recuperándose de las interrupciones de la cadena de suministro inducidas por la pandemia, comenzarán a prepararse de manera proactiva para la incertidumbre futura y otros riesgos sistémicos. Para hacerlo, construirán sistemas con mejor visibilidad y resiliencia.

3. Construyendo la próxima iteración de la fuerza laboral híbrida. Con más experiencia en el uso de una fuerza laboral híbrida bajo sus cinturones colectivos, las empresas de tecnología evolucionarán sus culturas, acelerarán la experimentación con soluciones de colaboración y desarrollarán mejores enfoques para gestionar las implicaciones fiscales. A medida que aumenta la flexibilidad de los empleados, los líderes fiscales deben comprender los matices del trabajo remoto, híbrido y en la oficina. Las posibles implicaciones fiscales incluyen el impuesto de sociedades, los precios de transferencia, el impuesto sobre el empleo, el impuesto sobre las ventas y el uso y el impuesto sobre la propiedad, así como créditos e incentivos que dan lugar a nuevos requisitos de presentación y retención, cambio de costes fiscales y gestión de riesgos fiscales. Estos problemas podrían afectar significativamente los perfiles de riesgo fiscal y los estados financieros de las empresas. Las empresas de tecnología deben centrarse en la gobernanza, la gestión de casos y el seguimiento y el cumplimiento, incluidas capacidades de seguimiento más granulares y mejores enfoques para evaluar riesgos futuros.

4. Liderando la carga para crear un futuro sostenible. Aunque la industria de la tecnología está trabajando para abordar problemas críticos de sustentabilidad, la creciente presión de las partes interesadas y los posibles cambios en las reglas

de informes ambientales, sociales y de gobernanza (ESG) incitarán a las empresas de tecnología a aumentar su enfoque en reducir el impacto ambiental. Los líderes tecnológicos son conscientes de los impactos ambientales de los sistemas tecnológicos actuales. Los procesos de fabricación, los miles de millones de dispositivos conectados y la proliferación de centros de datos conllevan una enorme demanda de energía. Como resultado, el sector de la tecnología puede ser responsable del 2 % al 3 % de las emisiones de gases de efecto invernadero del mundo [2]. La fabricación de semiconductores y el enfriamiento del centro de datos son usuarios prodigiosos de agua, con un centro de datos típico que consume tanta agua diariamente como la población de una ciudad de 30 000–50 000 habitantes [3]. Afortunadamente, los líderes tecnológicos ya están tomando medidas audaces para impulsar cambios esenciales. Varios han establecido objetivos ambiciosos para reducir su huella de carbono y se espera que los gigantes tecnológicos sigan siendo los principales compradores mundiales de energía renovable en 2022. Los esfuerzos globales contra el cambio climático, como la Conferencia de las Naciones Unidas sobre el Cambio Climático (COP26) de 2021, han impulsado aún más a las empresas tecnológicas a tomar las medidas necesarias para reducir las emisiones y adoptar modelos comerciales sostenibles en 2022 y más allá.

Este año, las empresas de tecnología deberían estar atentas a las posibles señales de cambio en el mercado que incluyen:

- Nuevos enfoques, proveedores y líderes en evolución para la orquestación de multi-nube.

- Avances en la gestión de riesgos para entornos multi-nube y multi-proveedor.

- Cambios en la previsibilidad de los plazos de entrega de los productos que podrían dificultar a las empresas de tecnología la gestión de los precios de los productos.

- Posibles cambios en la política comercial entre los Estados Unidos y otras regiones clave que podrían afectar la forma en que las empresas de tecnología obtienen productos y contratan proveedores globales y canales de distribución.

- La evolución de beneficios para empleados mejorados, programas de bienestar y lugares de trabajo híbridos y flexibles.

- Actividad en el mercado de tecnología de colaboración, incluidas adquisiciones, asociaciones y nuevas actualizaciones y mejoras significativas a productos establecidos.

- Innovaciones emergentes impulsadas por la tecnología para combatir el cambio climático y aumentar la sostenibilidad

En resumen, en 2022 la industria tecnológica probablemente seguirá lidiando con los desafíos generados por la pandemia, como interrupciones en la cadena de suministro, problemas de fuerza laboral híbrida y necesidades de TI

fluctuantes, así como la necesidad cada vez más urgente de abordar el cambio climático. Estos problemas brindan muchas oportunidades para que las empresas inteligentes mitiguen sus riesgos e innoven para impulsar la próxima ola de crecimiento, no solo para su propia industria, sino también para la economía global.

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В статье исследуются ключевые тенденции развития международного рынка технологий на современном этапе. Автор предлагает возможные направления развития, следуя которым технологические компании смогут превратить проблемы, вызванные пандемией, в новые возможности. Предложенные направления развития смогут простимулировать рост не только международного технологического рынка, но и мировой экономики в целом.

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PERSPECTIVAS PARA EL DESARROLLO DEL SISTEMA TRIBUTARIO DE LA REPÚBLICA DE BELARÚS

La eficiencia del sistema tributario del estado es un factor macroeconómico importante que afecta significativamente la sostenibilidad del desarrollo económico del país, la creación de productos y tecnologías competitivos y la seguridad social de la población del estado. Por lo tanto, a pesar de algunas mejoras, en este momento el sistema tributario de la República de Belarús tiene

ciertos problemas para resolver los cuales debe sufrir ciertos cambios para su desarrollo y aumentar la eficiencia de su funcionamiento.

El desarrollo sostenible de la República de Belarús es imposible sin un sistema tributario eficaz. Por lo tanto, el estudio de sus principales problemas, incluidos los que surgen de la variabilidad de las relaciones comerciales y económicas, la globalización de la economía, sigue siendo relevante en la actualidad.

El objetivo de este artículo es determinar las perspectivas para el desarrollo del sistema tributario de la República de Belarús, dirigido al desarrollo sostenible del estado. Para hacer esto, es necesario identificar las particularidades y problemas del funcionamiento del sistema tributario de la República de Belarús y formular propuestas para mejorar el sistema tributario nacional, proponer formas de resolver los aspectos problemáticos de su funcionamiento.

El sistema tributario de la República de Belarús ha sufrido cambios en los últimos diez años y, como resultado, ha logrado mejoras. La posición de la República de Belarús en el informe del Banco mundial 2019 sobre el indicador de "Tributación" aumentó a 84 posiciones y ocupó el lugar 99 de 190 países. La legislación que regula el ámbito de los impuestos se ha complementado con normas destinadas a aclarar los términos y su interpretación inequívoca, se han preparado explicaciones detalladas de la norma del derecho tributario. Se ha mejorado, o más bien se ha facilitado el procedimiento de interacción entre las autoridades fiscales y las empresas, se ha refinado el procedimiento de verificación fiscal y el procedimiento para su inclusión en el calendario. Se realizó la convergencia fiscal y contable [1].

También se implementaron mecanismos para reducir la carga fiscal ajustando los costos, reduciendo la base imponible y aplicando tasas impositivas más bajas. Como resultado, la carga fiscal disminuyó del 48,4 % en 2005 al 26,7 % en 2020 [2].

A pesar de ciertas mejoras en el sistema fiscal de la República de Belarús, hay una serie de problemas que deben resolverse.

En primer lugar, los impuestos siguen siendo predominantemente fiscales, cumpliendo la función de proporcionar la parte de ingresos del presupuesto.

El año 2020, que experimentó la propagación mundial de la pandemia COVID-19 y el deterioro del moneda nacional en más del 30 %, afectó negativamente los resultados financieros de las empresas y, como resultado, la reducción de la base imponible. Como resultado, los ingresos presupuestarios disminuyeron. Hubo una necesidad de revisar los procedimientos tributarios actuales, la introducción de nuevos impuestos [3].

Para hacer frente a este problema, es necesario fortalecer la función estímulo de impuestos. Para hacer esto, es necesario tener cada vez más en cuenta los intereses de las empresas, para intensificar su actividad comercial. A este

respecto, se puede apreciar positivamente el aumento de la capacidad para aplicar la deducción fiscal y el aumento de su cuantía.

El segundo problema se puede llamar la cuestión del tamaño y la carga en el consumidor. En la República de Belarús el 52,6 % de los impuestos se refieren a los impuestos sobre los bienes. Estos son impuestos como el IVA, los impuestos sobre el consumo, el impuesto ambiental. Estos impuestos se incluyen en el precio del producto y son pagados por el consumidor, lo que afecta el valor competitivo del producto [2].

Estos impuestos son un factor poderoso en el crecimiento del precio, lo que establece un nuevo, a veces inamovible para la empresa, al competir con los bienes importados, así como en los mercados extranjeros. La alta carga fiscal conduce a la complejidad de las ventas, la sobrecarga y, como resultado, la desaceleración de la rotación de capital.

Para mejorar el sistema tributario de la República de Belarús es importante establecer un equilibrio entre los impuestos directos e indirectos. Sin embargo, debe recordarse que la recaudación de impuestos directos, en particular el impuesto sobre las ganancias, requiere una administración y supervisión adicionales. En este sentido, se necesitan reglas claras y verificables para incluir los gastos en el cálculo de las ganancias imponibles. También debe perfeccionarse y automatizarse la cuestión de los precios de transferencia, los principios para determinar el precio de los bienes (obras, servicios), los derechos de propiedad a efectos fiscales que rigen el control de los precios de transferencia.

En lo que refiere a las personas físicas y al control de la legalidad del pago de salarios y, por lo tanto, del impuesto sobre la renta, es necesario realizar verificaciones de la conformidad de los gastos con los ingresos de la persona física. Una medida razonable es el establecimiento de un aumento en la tasa del impuesto sobre la renta a las personas que son contribuyentes inescrupulosos, para quienes se detectan excesos de gastos sobre ingresos.

El tercer problema es el número de exenciones fiscales que no producen el efecto esperado, y la demanda de exenciones, regímenes fiscales especiales está creciendo.

El objetivo prioritario de los beneficios es estimular la inversión. Sin embargo, hay un resultado completamente opuesto: la tasa de crecimiento en el capital fijo se está desacelerando, la inversión extranjera directa se está reduciendo en cantidades absolutas. Las razones fueron la falta de garantías para proteger las inversiones, la reducción de la demanda solvente y los riesgos políticos.

Otro objetivo de los beneficios es el desarrollo de industrias de alta tecnología y el fomento de tecnologías de sustitución de importaciones. Pero en este caso también se observa el resultado opuesto: los mayores ingresos fiscales

proviene del comercio mayorista y minorista y de la industria manufacturera. Al mismo tiempo, los principales contribuyentes a la industria manufacturera son la producción de bebidas y productos de tabaco. Las empresas de la industria maderera, no solo no traen ingresos al presupuesto, sino que también los reducen debido al hecho de que el reembolso del IVA del presupuesto excede el monto de los pagos pagados.

Para resolver este problema es necesario:

- Realizar un seguimiento y comparar el monto de los beneficios otorgados y el impacto económico positivo de su uso.
- Ahorrar beneficios sólo para las empresas que desarrollan altas tecnologías y/o de sustitución de importaciones de producción, la introducción de tecnologías eficientes de ahorro de energía.
- Establecer controles para el uso justo de los beneficios en zonas económicas especiales, parques de alta tecnología, etc.

Por lo tanto, a pesar de algunas mejoras, en este momento el sistema tributario de la República de Belarús tiene ciertos problemas para resolver los cuales debe sufrir ciertos cambios para su desarrollo y la aumenta de la eficiencia de su funcionamiento.

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В статье раскрываются особенности налоговой системы Республики Беларусь, изменения, произошедшие в ней за последние 10 лет, и существующие проблемы. Автор показывает пути, способствующие развитию и совершенствованию налоговой системы Беларуси.

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THE IMPORTANCE AND PECULIARITIES OF THE MASS MEDIA IN TODAY'S WORLD

In today's democratic society, the most important guarantee of its stability and the effectiveness of social management is the presence of developed, democratically organized mass communication media that objectively cover political events. Even a well-educated person needs radio, television, newspapers, magazines to adequately perceive contradictory social processes, correspondingly adjusting their behaviour and activities, making responsible decisions. With the help of the media, a person is able to overcome the narrow horizon of his individual experience.

By constantly expanding their audience, the media gain credibility in society, involve citizens in general sociological processes, contribute to their awareness of their belonging to the state and the world of politics.

The permanent direct contact of the media with the public turns them into primary institutions of political socialization similar to the family and the educational system. Observers of popular publications, TV commentators, and the leading reporters address the population and are often prominent spokespersons of public opinion, serving the majority.

The modern world is characterized by the rapid development of information technologies. Therefore, more and more attention is being paid to the problems of mass communication processes. The sociology of mass communication in the twentieth century was quite actively developed in the countries of America and Europe. In recent years, information flows have received a strong impetus for development due to the continuous increase in the number of databases, personal computers, human resources involved in the field of communication activities and technologies of mass communication. Even if the media try to be as impartial as possible in their coverage of the world, they still fail to achieve this goal. Guided by the interests of their target audience and, as a consequence, by the policies of the outlet itself or its owners, the media form an agenda of different events, emphasizing some of them and obscuring others. Using various annotative elements, half hints, or direct text, a journalist either shapes public opinions or makes it clear which point of view he or she holds. It is possible to do all this without giving out false or unverified information, without denigrating the heroes of the message, and without violating the restrictions imposed by law on the activities of journalists and the media [2].

Many consumers of information do not understand the significance of the media positions and attitudes. They are often manipulated or influenced by the media, and as a result get a picture of the world that benefits the media or those who control them.

Communication is a necessary element in the interaction of people, groups, nations, and states. In the process of communication, information, feelings, assessments, meanings, values are transferred and mutually transmitted, thus turning communication into one of the leading social processes.

Publicity has always been one of the urgent social issues. However, mass communication as a social institution was formed only with the advent of printing.

In modern society, the press, radio and television have become integral attributes of our life. Each channel and genre in the system of mass communication has its own peculiarities as to the impact of public information on people's minds.

Some of them serve as vehicles for not only mass communication, but also other types thereof. For example, some magazines, being a product of mass communication, carry out special communication aimed not just at the mass consciousness, but at the minds of a narrow circle of recipients. Or take, for example, the radio, which is the most efficient mass information channel, the impact of which is ensured by the information production and transmission technology. These features make it possible to go on the air at any time and report directly from the scene, rendering the experience and emotions as the direct participants in the event. Radio is the most user-friendly means of mass communication.

The historical experience shows that the media have always possessed a certain power, and political actors have taken the most active measures to exercise control over them. The importance of the media is growing for ordinary citizens as one of the most attractive ways for them to participate in politics. Thus, the media have become the most effective intermediary between the government and the population [1].

In a democratic society, the media should be free from the political influence of their owners and managers. They must serve the interests of the public and the citizens whose interests and opinions they are supposed to express. The media must provide citizens with real opportunities for open self-expression and freedom of speech.

From all of the above, we can draw a conclusion about the great importance of the media, which is recognized by the leading countries of the world. Information is becoming a real social resource that can help people adapt to life under the conditions of uncertainty, adapt to the constant changes in society and

assimilate new stereotypes of behaviour. There are numerous optimal changes in attitudes to information and a vast range of opportunities to obtain and use it for the development of human potential.

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В статье рассматривается роль средств массовой информации в жизни каждого человека. СМИ апеллируют к личности в совокупности ее социальных ролей – как к гражданину, семьянину, представителю социума в целом и жителю конкретного района. Автор утверждает, что влияние средств массовой информации охватывает все стороны связей человека с обществом и его подсистемами, все области общественных отношений, в которые включена личность.

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TIPOS DE TURISMO DEPORTIVO EN LA REPÚBLICA DE BELARÚS

En la República de Belarús en los últimos años el desarrollo del turismo deportivo se ha convertido en una tendencia constante. Cada año aumenta el número de personas aficionadas al turismo activo que participan en concursos turísticos, así como el número de concursos en sí. En el territorio de cada región de Belarús se han creado un número importante de lugares especializados que contribuyen a la población de este tipo de ocio activo.

La consideración del concepto de turismo deportivo comienza con el término principal: turismo. El turismo es el movimiento temporal de personas desde su lugar de residencia permanente a otro país o localidad dentro de su país en su tiempo libre con el fin de obtener placer y recreación, salud y fines médicos, de huéspedes, educativos, religiosos o de negocios profesionales, pero

sin empleo remunerado trabajo de una fuente en un lugar visitado [1]. El turismo como recreación activa ha adquirido una gran cantidad de corrientes, pero junto a esto también una gran cantidad de adjetivos, como “deportivo”, “familiar”, “comercial”, etc., que tornaron más vago el concepto de “turismo”. Todos estos adjetivos caracterizan diferentes aspectos de formas específicas de eventos turísticos: el objetivo principal, la duración, el modo de transporte, el método de organización, la temporada, el contingente de participantes, etc., por lo que se consideran características inestables.

El turismo deportivo es un fenómeno que combina muchas actividades de las personas: deporte, turismo, educación ambiental, moral y estética. El Consejo de Ministros de la República de Belarús aprobó el Programa Nacional para el Desarrollo del Turismo en la República de Belarús para los años 2021–2025 [2]. Prevé el desarrollo del turismo deportivo: senderismo, agua, ciclismo, esquí, equitación, moto. Además, el turismo deportivo incluye la visita a eventos deportivos, así como la participación directa en caminatas de diversas categorías de complejidad.

Según un enfoque diferente, el turismo deportivo se destaca como una dirección independiente del turismo. Dependiendo del propósito del viaje, se divide en dos tipos: activo y pasivo. En el primer caso, el objetivo principal del turista es el turismo deportivo y de salud, es decir la posibilidad de practicar cualquier tipo de deporte, incluidos los fines al turismo deportivo, pero sin componente competitivo. En el segundo caso, el motivo del viaje es asistir a eventos y competiciones deportivas como espectador o aficionado – turismo deportivo de eventos [3].

En la literatura científica se pueden encontrar clasificaciones y tipos de turismo, que se basan en una variedad de aspectos, pero hoy en día no existe una sistematización única y reconocida a nivel mundial. La más popular es la clasificación según la actividad principal. Se distinguen las siguientes variantes del turismo deportivo: atlético-sanitario, deportivo basado en eventos, deportivo. Dependiendo del nivel de eventos que se celebran, hay turismo regional, regional, republicano, mundial.

El turismo deportivo es uno de los tipos de turismo prioritarios en Belarús. Es un tipo de turismo público que no requiere grandes recursos materiales. Esto le permite hacerlo masivo, lo que, a su vez, tiene un efecto positivo en la difusión de un estilo de vida saludable y un aumento de la cultura física y estética.

En Belarús el turismo deportivo se considera un deporte nacional, por lo que tiene tradiciones históricas centenarias. Las principales dificultades para el desarrollo del turismo deportivo en el país radican en que cada tipo particular de turismo implica la presencia de condiciones especiales: naturales y sociales. Como resultado, es costumbre distinguir varias regiones turísticas en el territorio

de la República de Belarús: central, norte, oeste y este. Entonces, por ejemplo, el montañismo, como un tipo separado de turismo deportivo, en la República de Belarús en el entorno natural es imposible debido a la falta de picos montañosos. Sin embargo, la práctica y las habilidades en esta forma se desarrollan gracias a las condiciones artificiales que se crean en los muros de escalada especialmente equipados. En cuanto a las condiciones naturales, el territorio del país es rico en recursos para el desarrollo del turismo acuático, peatonal, deportivo, educativo y ciclista.

Cada año el turismo deportivo atrae a más y más personas de diferentes edades, diferentes profesiones, deportistas y simplemente amantes de un estilo de vida saludable. Cuanto más desarrollado económicamente el estado, más significativo es el lugar del turismo deportivo en la vida de las personas y en la economía del país en su conjunto. Belarús tiene recursos que permiten desarrollar el turismo deportivo, y con una infraestructura adecuadamente desarrollada para el turismo deportivo, el país se vuelve atractivo para los turistas que desean mejorar su salud, relajarse o simplemente relajarse emocionalmente.

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Рассмотрены классификации и виды туризма в зависимости от целей путешествия. Выделены варианты спортивного туризма в Республике Беларусь, который благоприятно влияет на распространение здорового образа жизни и повышение физической и эстетической культуры.

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OBESITY AS A GLOBAL PROBLEM

Excess weight is a global problem of 70 % of the population. Today's phenomenon is the result of slow but continuous shifts in our lifestyles. There are many aspects that affect the mass of a person: insomnia, stressful situations, lack of physical activity, impaired metabolism and heredity. Food intake and activity are on top of the list of environmental factors that have an impact on the silhouette. This evolution appeared as diets became richer and the average amount of daily physical activity decreased. We rarely pay attention to the composition of products and in fact they contain a lot of chemical additives. That is why first of all we need to consider what we eat: fast food, street food, constant snacks are very unhealthy. People eat more and move less and this overconsumption trend continues and develops [1].

Worldwide obesity has nearly tripled since 1975. In 2016 more than 1.9 billion adults (39 %) were overweight, of these over 650 million (13 %) were obese. Most of the world's population live in countries where overweight and obesity kills more people than underweight. Over 340 million children and adolescents aged 5–19 were overweight or obese in 2018. 39 million children under the age of five were overweight or obese in 2020. In the United States 66 % of all adults are overweight and of those 32 % are obese. Obesity levels in some African nations and Japan are below 5 % but they're rising. Obesity rates in China overall are not high but in some of large cities rates are up 20 % [3].

Obesity is a serious illness. Fatty deposits accumulate and interfere with a comfortable life. As we continue to modernize our lifestyles – riding instead of walking, working in a cubicle instead of in a field, playing iPads instead of sports – more and more people are becoming overweight and obese. In fact, there are so many overweight and obese people that some public health officials now call it an epidemic particularly because of the resulting health problems. Extra kilograms are the cause of many chronic diseases, important body functions are violated: great weight weighs on the joints, there are problems with the heart, diabetes [1].

Many people keep a variety of diets fighting against obesity. As a result there is a rapid process of losing weight but soon the kilograms are returned in larger quantities. Anorexia and bulimia are psychological diseases associated with obesity. There are complexes about appearance and fat people begin to exhaust themselves with diets, hunger strikes and that leads to serious

complications. Obesity among children is also a huge problem, the causes of which are unhealthy food. In regard to those risks it makes sense to initiate policy changes now for a “lighter” future: getting kids to do more physical activities in schools, making sure fruits and vegetables are available to them. The dieticians can help to cope with the problem of obesity but it is necessary to identify the cause and to undergo a course of treatment or to adhere to a certain diet under the control of a specialist [1].

Getting the obesity and overweight epidemic under control will involve more than just telling everyone to go on a diet. The World Health Organization says it requires an integrated approach that includes: promoting healthy eating habits and encouraging exercise, developing public policies that promote access to healthy, low-fat, high-fiber foods, training healthcare professionals to support people who need to lose weight and help others avoid gaining weight [3].

What can people do to avoid becoming overweight or obese? One of the most important measures is to change food consumption behaviour. People have to eat much healthier products and avoid the excessive consumption of calories through junk food, eat more vegetables and fruit, cook themselves instead of buying fast food because cooking also burns calories which may further contribute to losing weight. Physical activity is very important to improve the fitness level.

As obesity and its consequences are a serious global health issue to a great number of people it is crucial to raise the awareness of the general public on this topic. By doing that we could prevent obesity and could also improve the quality of life for millions of people.

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В статье описывается серьезная глобальная проблема человечества – ожирение. Автор раскрывает причины ее появления и последствия, предлагает способы решения данной проблемы.

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THE MAIN PROBLEMS OF INTERCULTURAL COMMUNICATION

The active development of information technologies, globalization processes, interest in expanding the relationship between various countries and peoples have led to an active study of cultures and their linguistic embodiment. Due to natural socio-cultural, geopolitical and historical reasons, any cultural environment is not only open to the perception of new foreign cultural experience, but is also ready to share its accumulated cultural experience with other cultures and peoples. Such purposeful and close interaction of cultures can be called intercultural communication. The interaction of different peoples and nationalities, the study of other cultures, interaction with foreigners as separate elements of society, the exchange of cultural values are components that characterize intercultural communication. It is believed that intercultural communication is a set of various forms of relations and communication between individuals and groups belonging to different cultures.

Naturally, no communication can be imagined without the use of language, since language is still the most universal way of communication between people. This phenomenon demonstrates the importance of language not only in establishing communication between peoples, but also in understanding a different culture, in organization of society.

However, intercultural communication is not always perfect. On the contrary, without proper preparation, the communication process often encounters misunderstandings and conflicts. Even if the participants of the communication achieve some success in dialogue, the interpretation of messages may be partial, ambiguous or erroneous. For an adequate conversation, it is necessary to master the norms of two languages and an understanding of both cultures [1].

There are several common problems that can hinder the successful implementation of intercultural communication. The first of them is the assumption of similarities. This parameter applies to both language and culture. When we learn and use a foreign language, we often tend to transfer our language habits to a foreign language system. The native language, firmly rooted in our minds, pushes us to establish false analogies between formally similar words when translating. Such words are called “translator’s false friends”, because their formal similarity gives reason to think that they are

interchangeable, which is why many translation errors occur. As for the cultural component of communication, people often naively assume that they are all the same or quite similar in behavior, manners, moral values and attitudes. Of course, all people have a number of basic similarities in biological and social needs. However, communication is a unique human trait that is shaped by specific cultures and societies. Indeed, communication is a product of culture. This becomes especially noticeable in the non-verbal manifestation of communication: gestures, facial expressions. The same gesture can be interpreted differently by different ethnic groups, which leads to misunderstanding, misrepresentation of the perception of the context and situation.

The second problem of intercultural communication is language differences. The difficulty of choosing the correct lexical unit or grammatical construction is due to the versatility of the language and the semantic diversity of language structures. Lexical diversity often overlaps only partially across languages. Some units are not directly translated due to the lack of a direct analogue; some of them require a complex chain of lexemes to translate in another language. Grammatical differences are noticeable in the interaction of languages of different groups. The presence or absence of any grammatical category (the article in English and Russian) may not only “break” the structure of the sentence, but also distort the meaning.

The third problem is prejudices and stereotypes. Stereotypes and prejudices are natural and inevitable psychological processes that affect all our perceptions and communication contacts. Relying too much on stereotypes can prevent us from looking objectively at other people and their messages and looking for clues to help us interpret those messages in the way we were supposed to convey them. Stereotypes are supported by a variety of psychological processes (including selective attention) that can negatively impact communication.

The fourth problem is the desire to evaluate. Cultural values also influence our attributions to other people and the world around us. Various values, traditions, national ideas that may appear in the course of a conversation may cause negative assessments. Further communication will be impossible, since the disconnection between the participants will not allow a constructive dialogue to take place (someone will stop listening to the opponent or begin to actively defend his or her interests).

The last problem of intercultural communication is increased anxiety or tension. Episodes of intercultural communication are often associated with more anxiety and stress than familiar situations of intracultural communication. Nervousness and anxiety can lead to mistakes, and subsequently to aggression, which is reflected in the transfer of information by opponents.

The only solution to these problems at the moment is the ability and readiness of the communicant for intercultural communication, i. e. intercultural

and communicative competence. Intercultural-communicative competence (ICC) is the ability to communicate effectively in an intercultural context [2]. Active preparation for intercultural communication can facilitate the process of communication and psychologically set up communicators.

In the end, we can conclude that intercultural communication is a complex and multi-level process. This process must take into account both the linguistic and cultural side of communication; certain difficulties arise in the direct process of communication. Therefore, only a comprehensive consideration of language and culture can prevent the problems that often arise in the communication between representatives of different cultures. Thus, the intercultural and communicative competence of a communicant can prevent misunderstandings and possible conflict situations during communication.

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Статья посвящена основным проблемам межкультурной коммуникации. Автор анализирует процесс межкультурного общения, выявляет причины возникновения проблем при взаимодействии разных языковых систем, или культурных пластов, и основные трудности участников процесса общения. Целенаправленное развитие их межкультурно-коммуникативной компетентности рассматривается в качестве основного способа решения обозначенных проблем.

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THE INFLUENCE OF SUBCULTURES OF GREAT BRITAIN ON MODERN YOUTH

At all times, British youth try to express their attitude to the world as vividly as possible, most often it is a protest against existing orders, morals and laws. In many periods of British history, the social protest of young people led to mass riots. The desire to find supporters of their worldview often results in the

creation of a certain subculture. Subculture is a part of the culture of society, differing in its behavior from the overwhelming majority. However, subcultures have their own idea of this world, their own ideology. In addition to the ideology of subcultures, you can distinguish their representatives: shaved heads, a certain brand of shoes, tattoos, love or contempt for light drugs [1].

Researchers in the UK engaged in the consideration of subcultures, often, as the first youth subculture are called “Teddy-fights”. The first mention of the term “Teddy boys” was in the newspaper “daily express” in 1953. Teddy fights appeared in England in the early fifties and represented the first face of post-war youth culture. A protest against ordinary life, in a word, against standards. Initially, such young people were called “kosh-fights”. Representatives of this subculture differed in the style of clothing: long jackets, brocade vests, pipe trousers, white shirts with a high spacious collar. The clothes were of high quality, most often made to order. At the same time, the initial indicative non-functionality of clothing is noted as a form of withdrawal from the daily life of the working class. However, not all young people could afford expensive clothes – most took things on credit. In addition to clothes, they were distinguished by aggressive behavior, at a late stage by their commitment to rock music. The term “Teddy boys” refers to young people from the working class who seek to imitate the “golden youth”. The movement emerged as an alternative to the “dullness” of the post-war culture of everyday life. Eyewitnesses of that time say that representatives of Teddy boys struck terror into the minds of ordinary citizens, the reason for this was constant robberies, attacks on passers-by. It is noted that some Teddy boys had a tendency to fascism and participated in attacks on migrants. Special attention was paid, among other things, to the hairstyle, which took a lot of time. The most popular hairstyle was “ducktail” – the opposite of the neat and short hairstyle of college students. A lot of wax was spent on this hairstyle, the hair was combed on the sides, forming a duck tail. Bangs could hang over the eyes, or combed back.

There was a subculture of rockers, but it’s not exactly the same thing that we mean by the word rocker. In fact, rockers are similar to bikers. For them, a motorcycle is the main subcultural attribute – a symbol of freedom, virtuoso skill of high-speed driving and intimidation at the same time. Later on, they began to consider rock as their signature music. The association of rockers with people who like to abuse drugs, alcohol is erroneous, since such representatives can be found in any of the subcultures. Rockers are easily confused with punks, metalheads because they have the same appearance, as well as musical taste and attitude to life.

In the late seventies of the twentieth century, a new trend of “skinheads” appeared. This subculture introduced innovations into the then familiar wardrobe, since they proceeded not so much from aesthetic inclinations and

a desire to distinguish themselves from the crowd, as from considerations of convenience, since their main occupation was street fights. For reasons of convenience, they cut their hair short so that they are not grabbed by the hair in a fight. Female representatives of this subculture dress like guys, and also cut their hair short. The skinheads of the first wave did not particularly have racial claims, rather the motivation that moved them was rather class-territorial. The pastime of skinheads is not particularly different from the pastime of an ordinary representative of youth, they like to visit clubs in order to dance or get drunk on beer. Skinheads together with everyone strive for football matches, for how long football is considered a national sport in the UK. Sometimes disputes about football preferences result in fights, or even mass ones. However, despite all the skinheads' hobbies, they have a special love for music, many are still collectors of records.

The Hippie subculture is an unusual trend, the birthplace of which is considered to be the UK and the USA of the early sixties of the twentieth century. Having appeared, it quickly gained popularity around the world, and just as quickly faded by the mid-seventies. Their thoughts were inclined to the fact that it is better to make love than war. Initially, hippies were part of the youth movement, consisting mostly of teenagers and students aged fifteen to twenty-five. Hippies, just like other subcultures of their time, treat established concepts with contempt, criticize the values of the middle class. Hippies literally pushed through the sexual revolution; they encouraged the use of psychedelic drugs in order to expand human consciousness. Hippies created peculiar communes, where their values were cultivated [1].

In the late seventies of the twentieth century, a new youth subculture of Goths was born on the wave of post-punk. The Gothic subculture is quite diverse and heterogeneous, but it is more or less characterized by common features: a specific gloomy image, as well as an interest in Gothic music, horror literature, horror films and mysticism. The main elements of the Gothic image are the predominance of black in clothing, the use of metal jewelry with symbols of the Gothic subculture, and characteristic makeup. Typical attributes used by the Goths are skulls, crosses, straight and inverted pentagrams, bats. The Gothic subculture constantly comes under fire from the conservative public. Gothic is accused of promoting suicide, depression, Satanism, vandalism and other harmful influences. One of the common accusations against Gothic is the propaganda of suicide. Another reason for this accusation was the habit of some Goths to stage a suicide attempt, for example, by cutting their veins. Whether the fascination with Gothic is the cause or consequence of such problems remains a matter of debate. According to psychologists, Gothic can attract people with complexes, psychological problems, initially prone to depression [2].

And, of course, when it comes to youth subcultures, it is impossible not to recall punk culture. Punk was a new round of counterculture, contrasting itself with the prevailing mass culture. Punks are distinguished by a defiant image. Most punks dye their hair in bright colors, comb and fix with varnish, gel, so that they stand upright. At that time, the punk hairstyle “Mohawk” became fashionable. Sneakers and a leather jacket are popular among punks, which not so long ago was one of the main attributes of rockers, when a motorcycle and rock and roll were inseparable components. The punks of the first wave sought to return to their music the same bullying and drive that the mass commercialization of music eventually took away. Punks wear skulls, leather collars with spikes, rivets and chains. A lot of punks get tattoos. Representatives of this movement like torn rolled-up jeans, which they tuck into heavy boots, and chains from dog leashes are attached to jeans. Like other movements, it is formed around a musical style – tough, fast, aggressive and, as a rule, politicized music, where the vocalist often does not sing, but yells the lyrics.

The youth subculture can be considered as a rich source of innovations and discoveries in art, fashion, leisure forms, as a variant of primitive mass culture, a product of the media industry, as a form of creative activity of young people who do not find acceptance and support from the official culture. In this regard, the task of modern research of youth subculture should be, first of all, the rejection of negative biases and a differentiated approach to assessing the activities of modern formal and informal youth associations that differ from generally accepted worldviews.

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Показаны особенности молодежных течений Великобритании, а также влияние образованных ими субкультур на мировоззрение человека. Выделены особо яркие субкультуры, описаны идеологии отдельных групп, их отличительные черты, манера поведения представителей каждой из субкультур. Также рассмотрен феномен субкультуры.

К содержанию

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DIE AUSWIRKUNGEN DES CORONAVIRUS AUF DIE DEUTSCHE WIRTSCHAFT

Die Corona-Pandemie wirkt sich seit ihrem Ausbruch im März 2020 massiv auf sämtliche Bereiche des täglichen Lebens in Deutschland aus. Sie hat innerhalb eines Jahres in Wirtschaft und Gesellschaft, im Staatshaushalt und in der Bildung, im Verkehr sowie bei den Bevölkerungszahlen zu außergewöhnlichen Entwicklungen geführt. Das Ziel dieses Artikels ist die Analyse der Veränderungen in der Wirtschaft der BRD wegen der Corona-Pandemie.

Die deutsche Wirtschaft ist im Jahr 2020 nach zehn Jahren des Wachstums in eine tiefe Rezession geraten: Das preisbereinigte Bruttoinlandsprodukt (BIP) ging um 4,9 % gegenüber 2019 zurück. Im zweiten Quartal 2020 hatte die Wirtschaftsleistung einen historischen Einbruch erlitten. Das Minus von 9,7 % (preis-, saison- und kalenderbereinigt) gegenüber dem ersten Quartal 2020 war der mit Abstand stärkste Rückgang seit Beginn der vierteljährlichen BIP-Berechnungen für Deutschland im Jahr 1970. Auf den Einbruch der Wirtschaftsleistung im zweiten Quartal folgte eine rasche Erholung im dritten Quartal (preis-, saison- und kalenderbereinigt +8,5 %). Die zweite Corona-Welle und der zweite harte Lockdown zum Jahresende stoppten diese annähernd V-förmige Entwicklung. Zwar stieg das BIP im vierten Quartal gegenüber dem dritten Quartal (preis-, saison- und kalenderbereinigt) leicht um 0,3 %. Das preis- und kalenderbereinigte BIP war im Schlussquartal des Jahres 2020 aber noch 3,7 % niedriger als im letzten Vorkrisen-Quartal, dem vierten Quartal 2019 [3].

Die deutsche Wirtschaft hat 2020 die schwerste Rezession der Nachkriegsgeschichte erlebt. Der Arbeitsmarkt wurde 2020 laut Bundesagentur für Arbeit durch den massiven Einsatz von Kurzarbeit gestützt. Corona beschleunigte laut Untersuchungen die Digitalisierung der Arbeitswelt. Der Anteil aller Beschäftigten, die im Homeoffice arbeiten, ist durch Corona von zwölf auf 25 Prozent gestiegen. Das erhöht nicht nur auf Unternehmen den Druck, eine digitale Infrastruktur für das Arbeiten von Zuhause zu schaffen. Es kommt auch die politisch diskutierte Frage auf, ob ein Recht auf Homeoffice gesetzlich verankert werden muss. Laut Studien wird Homeoffice überwiegend als positiv bewertet [2].

Die Digitalisierung wirkte sich auch auf den Kauf von Waren aus. 27,8 % Umsatzplus im Onlinehandel seit Ausbruch der Pandemie. Die Einzelhandelsunternehmen in Deutschland haben die Pandemiezeit von März 2020 bis Ende Januar 2021 insgesamt noch positiv abgeschlossen. In diesem Zeitraum lagen die realen Umsätze 3,2 % über denen desselben Zeitraums im Vorjahr. Zwischen den einzelnen Branchen gab es jedoch deutliche Unterschiede. Der Versand- und Internethandel ist klarer Gewinner der Corona-Krise: Im Zeitraum März 2020 bis Januar 2021 verbuchten die Onlinehändler ein Umsatzplus von real 27,8 % gegenüber dem Vorjahreszeitraum. Während des Winter-Lockdowns konnte der Online-Handel seine realen Umsätze im Dezember 2020 um 32,3 % und im Januar um 31,8 % überdurchschnittlich steigern, da viele Geschäfte erneut für Wochen schließen mussten oder seltener besucht wurden.

Diese Umsatzsteigerungen des Onlinehandels gehen unter anderem zu Lasten der Kaufhäuser: Die realen Umsätze der Warenhäuser lagen von März 2020 bis Januar 2021 um 17,6 % unter denen des Vorjahreszeitraums. Die Umsatzverluste fielen dabei wegen der Geschäftsschließungen in den Lockdown-Monaten März (real – 31,7 %) und April 2020 (real – 45,2 %) sowie Dezember 2020 (real – 28,1 %) und Januar 2021 (real – 42,9 %) besonders hoch aus. Der Umsatzzuwachs des Onlinehandels erreichte im Betrachtungszeitraum eine ähnliche Größenordnung wie die Verluste des Einzelhandels mit Textilien, Bekleidung, Schuhen und Lederwaren (real – 30,7 %). Viele Verbraucherinnen und Verbraucher beziehen eben diese Produkte schon seit Jahren immer häufiger über das Internet – durch die Pandemie wurde diese Entwicklung noch verstärkt. Im Januar 2021 war der Umsatzverlust bei den Mode- und Schuhgeschäften mit real – 78,9 % im gesamten Betrachtungszeitraum am höchsten [3].

Die Pandemie hat der Tourismusbranche einen schweren Schlag versetzt. 74,5 % weniger Fluggäste – niedrigster Wert seit der deutschen Vereinigung.

Der Luftverkehr musste 2020 die größten Einbrüche seit Jahrzehnten verkraften: Rund 57,8 Millionen Fluggäste starteten oder landeten auf den 24 größten Verkehrsflughäfen in Deutschland – das waren 74,5 % weniger als im Jahr 2019. Insbesondere der Flugverkehr mit den wichtigen Zielländern USA (–80 %) und China (–88 %) nahm deutlich ab. Der starke Rückgang von Urlaubs- und Geschäftsreisen führte zum geringsten Wert seit der deutschen Vereinigung (1991: rund 63 Millionen Fluggäste).

Dass die Reisenden ausblieben, bescherte auch der Tourismusbranche in Deutschland heftige Einbußen: Allein die Zahl der Übernachtungen von Gästen aus dem Ausland fiel im Jahr 2020 mit 32 Millionen knapp zwei Drittel (–64,4 %) geringer aus als 2019.

Der Umsatz im Gastgewerbe insgesamt – dazu gehört neben der Beherbergung auch die Gastronomie – brach mit dem Ausbruch der Pandemie um fast die Hälfte ein. Im Zeitraum von März 2020 bis Januar 2021 lag er real (preisbereinigt) um 47,1 % unter dem des Vorjahreszeitraums.

Auch private Haushalte sind nicht verschont geblieben und haben sich mit dem Coronavirus infiziert. Das Konsumverhalten privater Haushalte in Deutschland hat sich im Jahr 2020 stark verändert. Die Konsumausgaben der privaten Haushalte im Inland gingen nach den Konzepten der Volkswirtschaftlichen Gesamtrechnungen im Jahr 2020 im Vergleich zum Vorjahr um 4,6 % in jeweiligen Preisen und um 5,0 % preisbereinigt zurück. Dies war der stärkste Rückgang seit Jahrzehnten. Weniger ausgegeben wurde coronabedingt für Beherbergungs- und Gaststättendienstleistungen (–33,2 % gegenüber 2019 in jeweiligen Preisen) oder für Verkehr (–11,7 %). Mehr gaben die privaten Haushalte entgegen dem allgemeinen Trend für Nahrungsmittel und Getränke aus (+6,3 %) [2].

Dass die Nachfrage nach bestimmten Hygieneartikeln sowie Produkten des täglichen Bedarfs in der Corona-Pandemie zeitweise deutlich anstieg, spiegelte sich auch in der inländischen Produktion von bestimmten Gütern im Jahr 2020 wider. Ein Beispiel: Mit 110 000 Tonnen Wirkstoffgewicht produzierten die Unternehmen in Deutschland mit 50 und mehr Beschäftigten gut 75 % mehr Desinfektionsmittel als im Jahr 2019. Auch bei den Nudeln – ein beliebtes Lebensmittel zur Bevorratung oder für die schnelle Zubereitung einer Mahlzeit – wurde die Produktion ausgeweitet. Im Jahr 2020 wurden mit 294 000 Tonnen 20 % mehr Nudeln produziert als im Vorjahr.

Die Corona-Krise hat im Jahr 2020 nach vorläufigen Berechnungen zu einem Finanzierungsdefizit des Staates in Höhe von 139,6 Milliarden Euro geführt (Daten in der Abgrenzung des Europäischen Systems Volkswirtschaftlicher Gesamtrechnungen 2010). Das war das erste Defizit seit 2011 und das zweithöchste Defizit seit der deutschen Vereinigung, nur übertroffen vom Rekorddefizit des Jahres 1995, in dem die Treuhandschulden in den Staatshaushalt übernommen wurden. Gemessen am BIP in jeweiligen Preisen errechnet sich für 2020 eine Defizitquote von 4,2 %. Der Referenzwert des europäischen Stabilitäts- und Wachstumspakts von 3 % wurde damit deutlich verfehlt. Seine Anwendung wurde jedoch für die Jahre 2020 und 2021 ausgesetzt.

Alle oben genannten Folgen wurden durch die Coronavirus-Pandemie verursacht. Dies ist eine schwierige Zeit für die Wirtschaft, nicht nur in Deutschland, sondern in der ganzen Welt. Es wird mehr als ein Jahr harter Arbeit brauchen, um sich zu erholen.

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В статье рассматриваются проблемы, возникшие в ряде отраслей экономики Германии из-за пандемии коронавируса. Авторы приводят примеры изменений в различных экономических сферах и их последствия. Особое внимание уделяется пагубным последствиям пандемии для туристической отрасли страны, предоставлены статистические данные для более наглядного понимания сложившейся экономической ситуации.

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HISTORY OF BASKETBALL

Whereas the histories of most popular sports (such as hockey, boxing and American football) begin in the Middle Ages or earlier with fuzzy origins the history of basketball is relatively short, not much more than a century old. It has clear origins in late 19th century and even ties in to the development of volleyball shortly afterwards.

Basketball was invented in 1891 in the United States of America by a young teacher, Dr. James Naismith. He was a physical education instructor looking for a new activity to entertain his class at a local Springfield. The winter forbade the class from going outside to exercise. J. Naismith was at a crossroads and had to think about creating an activity that would garner the attention of his restless and “disorderly” young men. While sitting in the gym J. Naismith thought back to his childhood and remembered playing something called “duck on a rock” in Canada: knocking a big rock off a wall by throwing small rocks at it. He also recalled rugby players practicing their hand-eye coordination in the gym by throwing a ball into a box on the floor. J. Naismith believed he could combine the two games by raising the box and using a ball instead of rock to create a new sport. The nets used by athletes to dunk the ball and score points in the game of basketball evolved from the baskets used to collect peaches. J. Naismith

approached the school janitor hoping he could find two square boxes to use for goals. When the janitor came back he had two peach baskets instead. J. Naismith nailed the peach baskets to the lower rail of the gym balcony, one on each side. The height of that lower balcony rail was 10 feet [3].

Before presenting the sport to his class Dr. Naismith swiftly came up with thirteen rules for the game typed out on two sheets of paper. The first game ever played between students was a complete brawl. During a January 1939 radio programme J. Naismith said: “The boys began tackling, kicking and punching in the crunches, they ended up in a free for all in the middle of the gym floor before I could pull them apart. One boy was knocked out, several of them had black eyes and one had a dislocated shoulder. After that first match I was afraid they’d kill each other, but they kept nagging me to let them play again so I made up some more rules” [2].

The first public game of basketball was played in a YMCA (Young Men’s Christian Association) on March 12th, 1892. The instructors played against the students. Around 200 spectators attended to discover the new sport they had never heard of or seen before. In the story published by the “Republican” the teachers were credited with “agility” but the students “science”, that led them to defeat the teachers 5–1 [2].

Within weeks the sport’s popularity grew rapidly. Students attending other schools introduced the game at their own YMCAs. The original rules were printed in a college magazine which was mailed to YMCAs across the country. With the colleges’ well-represented international students body the sport also was introduced to many foreign nations. High schools began to introduce the new game and by 1905 basketball was officially recognized as a permanent winter sport [2].

Due to efforts of the US Army and the YMCA basketball was introduced to the rest of the world. In 1893 the first international basketball match was organized. The members took the game to India, Japan, Persia and China as well. In 1895 the first recorded basketball game between two college teams was organized. The University of Minnesota A&M faced Hamline University under 9-on-9 rules, winning the game 9–3. In 1896 the first collegiate 5-on-5 game was played between Iowa and the University of Chicago with Chicago winning 15–12. By 1898 professional leagues had been formed. Six teams took part in the first professional basketball league but the league was disbanded in 1904. Between then and World War I small championships were created and some teams played for money against challengers. That included the original Celtics basketball team. By 1900 most major colleges were fielding a basketball team. In 1905 formal collegiate rules were introduced for basketball and in 1909 the NCAA took over the game for good and the first NCAA DI tournament was held in 1939 [1].

With the sport's growth in popularity it gained notice from the International Olympic Committee and was introduced at the 1904 Olympic Games in St. Louis as a demonstration event. Until 1936 basketball wasn't recognized as a medal event. Women's basketball wasn't included as an Olympic medal event until the 1976 Montreal games [2].

The game of basketball has come a long way since its invention but it still holds onto some of its roots. This is just one of the reasons why this game continues to be so popular around the world.

Today basketball is both a colossal commercial project and a national sport. Every year the number of countries participating in international competitions and the number of Leagues held in countries increases. And thus a complete globalization of basketball is being made.

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В статье описывается увлекательная история возникновения и становления баскетбола, включения его в Олимпийские игры, развитие и популярность его на современном этапе.

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AUTHENTICITY IN TOURISM

Travel agencies advertise their products and attract tourist to “discover the most authentic Rome”, “to taste authentic and genuine Greek products”, etc. Authenticity is becoming an increasingly valuable commodity in the tourism industry, as more and more tourists seek to immerse themselves in local cultures

and environments. But authenticity is a complex idea. Defining authenticity is not such a straightforward task and it is one that has been debated for many years.

The article aims to reveal the essence of authenticity in tourism.

Cambridge Dictionary gives the definition of the word *authenticity* “the quality of being real or true” (*The authenticity of her story is beyond doubt*) [1]. In Oxford Dictionary authentic means “of undisputed origin and not a copy; genuine” [2]. In general, authenticity is all about being ‘real’, ‘true’, ‘genuine’. But what is or isn’t ‘real’ or ‘true’? It is quite easy to say that an item such as a designer bag is real or fake – it was either made by the real designer, or it wasn’t. Identifying authenticity of culture, however, is far less straightforward.

Many tourists are interested in finding things and phenomena at their destinations that are authentic, that is typical, for that particular area. It may be considered as one of the basic conditions of a holiday, because the tourist finds himself in an area that is different from his home environment and he wants to experience things that are typical for that area.

But all over the world social and economic changes affect the societies and what is typical for an area is difficult to define. Under the influence of globalizing tendencies, many things tend to look more or less the same. Thus, the authentic must have a historical element and something unique at the same time. Authenticity should unite cultural history with identity elements.

Tourism is an activity where the tourist and his experience take a central spot. The question is whether a tourist can get a unique and authentic experience or not.

In this respect there are distinguished three approaches to authenticity in tourism [3]:

Object related authenticity. Objective authenticity relates to the original, which means that an authentic experience depends on whether the original is genuine or not. For example, a folkloric dance may be considered real, but when the dancers happen to be from a different region, it is not.

Symbol related authenticity refers to the authenticity being projected on objects or phenomena through the tourists themselves on the basis of expectations, preferences, fantasies, beliefs, etc. There are different versions of authenticity for the same object. This type of authenticity is symbolic and how real an object is – directly relates to how real the tourist’s experience is.

Activity related authenticity. Existentialist authenticity relates to the authentic state of being as a person. This may be enhanced by tourist activities. For example, by going fishing you can relax your own being, thus converting the experience into something authentic for the inner person.

To understand authenticity, it seems necessary to mention what can be anti-authenticity. There are places in the world that have no cultural-historical ties or any fixed identity. They include airports, shopping malls, road restaurants and

international chain hotels. They are designed and built so that anyone from any culture can feel comfortable; places that are inseparably linked with consumption and trade; places where tourists will be left with hardly any memories. The interesting aspect of these kinds of places is that they exist in contrast to what we have talked about so far: cultural and historical ties linked to places, typical colours and smells, people's customs, beliefs and so on.

To sum up, tourists search for something different to their everyday lives, something 'genuine'. An authentic experience could include people, objects, events; anything from visiting famous landmarks to interacting with local residents. An authentic experience will differ from person to person – from eating at a local restaurant, to visiting war-torn conflict zones. Authenticity suggests a pursuit for originality and credibility. Tourists themselves can construct their own authenticity.

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В статье предпринята попытка определить сущность понятия «аутентичность» в туризме.

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BERUFLICHE SEGREGATION AUF DEM ARBEITSMARKT

Im 19. Jahrhundert entbrannte über Jahrzehnte die Streitfrage, ob sich Männer oder Frauen besser für den Beruf eignen. Wie wir wissen, wurde die Frage für die Frauen entschieden. Gerade dieses Beispiel eines heute durch und durch weiblich konnotierten Berufs macht deutlich, dass die Definition von Berufen als Frauen- oder Männerberufe auf einem sozialen Konstruktionsprozess beruht und deshalb auch veränderbar ist. Aus einer wissenschaftlichen

Perspektive ist die berufliche Geschlechtersegregation deshalb ein überaus interessanter und wichtiger Forschungsgegenstand, der viel über die Funktionsweise unserer Gesellschaft aussagt. Im vorliegenden Beitrag werden typische „Frauenberufe“ und „Männerberufe“ betrachtet und an deren Beispiel die Begriffe „Segregation“ und „segregierter Beruf“ erläutert. Der Schwerpunkt liegt auf Ursachen und Folgen der geschlechtsspezifischen Segregation auf dem Arbeitsmarkt.

Frauen und Männern steht heute theoretisch jeder Beruf offen: von der Baggerfahrerin bis zum Zahnarzthelfer, von der Bundeskanzlerin bis zum Grundschullehrer. In der Praxis greifen viele jedoch gern auf ein vertrautes Spektrum zurück. So sind manche Berufsfelder nach wie vor entweder stärker von Frauen geprägt oder von Männern. Wenn Frauen und Männer in unterschiedlichen beruflichen Tätigkeitsfeldern beschäftigt sind, heißt das in der Forschung *Segregation*. Von einem *segregierten Beruf* spricht man in der Regel, wenn der Anteil der Beschäftigten des jeweils anderen Geschlechts unter 30 Prozent liegt. Die Existenz von „Frauenberufen“ und „Männerberufen“, die *horizontale geschlechtsspezifische Segregation*, stellt ein äußerst beharrliches Arbeitsmarkt-Phänomen dar, mit der Tendenz, sich immer wieder in neuen Formen und auf neuen Ebenen zu zeigen. Segregation bezeichnet und reproduziert Geschlechterunterschiede, sie ist Ausdruck unterschiedlicher Lebensrealitäten, die durch vergeschlechtlichte Arbeitsteilungsmuster zwischen Erwerbsarbeit und Reproduktionsarbeit mitbestimmt werden [2].

Frauen und Männer verteilen sich sehr unterschiedlich auf Berufe und Berufssegmente. Während Männer in sieben von vierzehn Berufssegmenten dominieren, gilt dies für Frauen nur in drei Berufssegmenten. Daneben finden sich auch einige wenige Berufssegmente, in denen das Geschlechterverhältnis annähernd ausgewogen ist (zum Beispiel Handelsberufe) [3].

Zu den typischen Männerberufen gehören Arbeiten, die großen körperlichen Aufwand erfordern, etwa im Baugewerbe, in der Metallbau, im Bergbau oder im Transportgewerbe. Aber Männeranteile von mehr als 80 Prozent sind auch in technischen Berufen die Regel, so in der Maschinen- und Fahrzeugtechnik, in der Elektrotechnik oder in der Informations- und Kommunikationstechnik. Auch in vielen naturwissenschaftlichen Berufen sind Männer in der Überzahl, vor allem in der Physik; eine bedeutende Ausnahme bildet die Biologie, wo mehrheitlich Frauen arbeiten. Typische Frauenberufe finden sich durchweg im Dienstleistungssektor – vor allem Körperpflegeberufe wie Kosmetikerin oder Friseurin, die Tätigkeit als Erzieherin, haus- und ernährungswirtschaftliche Berufe, Gesundheitsdienstberufe wie Krankenschwester oder Arzthelferin sowie die Reinigungsberufe. Männerberufe sind also technisch geprägt, Frauenberufe finden sich in der Pflege und Betreuung. Das geht aus einer Auswertung des Statistischen Bundesamts hervor.

Laut dem Institut der deutschen Wirtschaft (iwd) gehören zu Berufen mit dem höchsten Männeranteil: Hoch- und Tiefbauberufe (Männeranteil: 98,5 %), (Innen-) Ausbauberufe (Männeranteil: 96,7 %), Gebäude- und versorgungstechnische Berufe (Männeranteil: 95,8 %), Führer von Fahrzeug und Transportgeräten (Männeranteil: 94,9 %), Metallbau (Männeranteil: 91,1 %). Die Berufe mit dem höchsten Frauenanteil sind: Erziehung, soziale und hauswirtschaftliche Berufe, Theologie (Frauenanteil: 83,7 %), medizinische Gesundheitsberufe (Frauenanteil: 82,7 %), nichtmedizinische Gesundheits-, Wellnessberufe, Medizintechnik (Frauenanteil: 81,2 %), Berufe in Recht und Verwaltung (Frauenanteil: 75,7 %), Reinigungsberufe (Frauenanteil: 75,5 %) [4].

Ursachen für die anhaltende Segregation des Arbeitsmarktes werden darin gesehen, dass Jungen und Mädchen schon früh, also in Schule und Kindergarten, in bestimmte Rollen gedrängt und bei der Berufsorientierung stark durch die vorherrschenden Geschlechterklischees beeinflusst werden: mathematische und technische Fähigkeiten werden in unserer Kultur mit Männlichkeit assoziiert, klassische Frauenberufe werden hingegen mit weiblich typisierten Kompetenzen wie Sprachfähigkeiten oder Einfühlungsvermögen in Verbindung gebracht. Die Ergebnisse zeigen auch, dass die Entwicklung geschlechts-atypischer Fähigkeitsüberzeugungen eine der ersten Hürden darstellt, die Jugendliche bewältigen müssen, um einen geschlechtsatypischen Beruf überhaupt in Betracht zu ziehen und zu wählen. Dafür benötigen sie überdurchschnittliche Ressourcen.

Dazu kommt noch eine Tatsache: Die Konzentration von Frauen in pädagogischen Berufen vermittelt Kindern bereits sehr früh, dass Frauen und Männer in unterschiedlichen Bereichen arbeiten, und trägt damit auch dazu bei, dass sich Segregationsprozesse weiter fortschreiben. Aber die Betriebe tragen ebenfalls eine große Verantwortung für eine klischeefreie Berufs- und Studienwahl. Unternehmenskulturen sind darüber hinaus nicht selten für den Verbleib von Fachkräften in Betrieben und Berufsbereichen entscheidend.

Das Geschlecht eines Berufs lagert sich auch in die beruflichen Strukturen selber ein. Eine Folge der horizontalen Geschlechterverteilung auf dem Arbeitsmarkt ist, dass die Frauenberufe weniger wertgeschätzt werden als Männerberufe: Berufe mit hohem Frauenanteil weisen bei vergleichbarer Qualifikation und beruflicher Stellung häufig schlechtere Verdienste und Aufstiegschancen auf. Diese Erscheinung wird mit dem Begriff *vertikale Segregation* (die ungleiche Verteilung der Geschlechter auf unterschiedliche berufliche Hierarchieebenen) bezeichnet.

Ein geschlechtersegregierter Arbeitsmarkt führt somit zu sozialer Ungleichheit und reproduziert diese gleichzeitig. Die soziale Ungleichheit kommt zustande, indem sich der sowohl horizontal als auch vertikal segregierte Arbeitsmarkt in höheren Löhnen, besseren Aufstiegschancen und Weiterbildungsmöglichkeiten in typischen Männerberufen äußert. Männer sind auch

immer noch deutlich übervertreten bei den attraktivsten Berufen. Nach wie vor werden Frauen viel zu oft Karrierewege auf leitende Positionen durch informelle und oft unsichtbare Barrieren (die sogenannte gläserne Decke) versperrt.

Im Jahr 2013 wurde der Frauenanteil in Vorstandspositionen lediglich auf etwa 6,6 Prozent geschätzt. Mit dem Ziel, die berufliche Gleichstellung in Führungspositionen der Wirtschaft und Verwaltung zu stärken, mussten ab 2016, gesetzlich festgelegt, deutsche börsennotierte und voll mitbestimmungspflichtige Unternehmen sowie Betriebe des öffentlichen Dienstes des Bundes ihre Aufsichtsratsposten oder Positionen der Führungsebene zu 30 %, letztere ab 2018 zu 50 %, mit Frauen besetzen [1]. Deswegen ist es Frauen in den letzten Jahren immer besser gelungen, in hochqualifizierte Misch- und Männerberufe einzusteigen. Auch die bessere Schul- und Ausbildung von Frauen schlägt sich zunehmend in einer besseren Positionierung auf dem Arbeitsmarkt nieder.

Um die geschlechtsspezifische Einkommensschere auf Grund der Berufswahl zu schließen, wird versucht, Jungen über *Boys' Day* in typische Frauenberufe und Mädchen über *Girls' Day* in typische Männerberufe zu bringen. Der *Girls' Day* ist ein einmal im Jahr stattfindender Aktionstag, der Mädchen und Frauen motivieren soll, technische und naturwissenschaftliche Berufe zu ergreifen. Der *Girls' Day* soll dazu beitragen, den Anteil der weiblichen Beschäftigten in sogenannten „Männerberufen“ zu erhöhen und einen angenommenen bzw. für die Zukunft prognostizierten Fachkräftemangel in der Industrie zu verringern. Verschiedene Unternehmen, überwiegend in der Industrie, laden Mädchen ab der fünften Jahrgangsstufe in ihr Unternehmen ein und geben Gelegenheit, Arbeitsplätze in Technik, Naturwissenschaften, Handwerk und Informations-technik kennenzulernen. Üblicherweise wird der *Girls' Day* von einem Rahmenprogramm begleitet, bei dem die Mädchen den Betrieb vorgestellt bekommen und Gelegenheit haben, selbst Fragen zu stellen und aktiv zu werden. Der *Boys' Day* gilt als Pendant zum *Girls' Day*.

Abschließend lässt sich festhalten: In vielen hochentwickelten Ländern findet sich eine hartnäckige horizontale und vertikale Geschlechtersegregation in manchen Bereichen der Bildung, des Berufslebens und des Arbeitsmarkts, welche sich auch in den letzten Jahrzehnten trotz formaler Gleichstellung nur wenig verändert hat. Obwohl sich die Unterschiede in der Qualifikation der Geschlechter positiv entwickelt haben, ist die Segregation auf dem Arbeitsmarkt erstaunlich konstant. Heute steht Frauen und Männern theoretisch nunmehr jede Ausbildung, jeder Beruf offen, trotzdem sind Frauen und Männer überwiegend in geschlechtstypischen Berufen tätig, auch wenn Berufe, die früher eindeutig einem Geschlecht zugeordnet wurden, mitunter ihre Geschlechtsbindung verlieren bzw. später vom anderen Geschlecht dominiert werden. Es gibt zwar nationale Unterschiede, aber insgesamt nehmen Frauen überall eher die untergeordneten und prestigeärmeren Berufe ein, Männer dominieren in den

leitenden und angesehenen Tätigkeiten und besetzen die Machtpositionen der Gesellschaft.

Die Problematisierung der beruflichen Geschlechtersegregation stößt in der Öffentlichkeit nicht immer auf Verständnis. Nach dem Employment Outlook der OECD (Organisation für wirtschaftliche Zusammenarbeit und Entwicklung) führt die Arbeitsmarktsegregation weiterhin dazu, dass die kognitiven Fähigkeiten und Führungskompetenzen von Frauen ungenügend genutzt werden. Vor diesem Hintergrund sind die Bemühungen zur Erweiterung des Berufswahlspektrums von jungen Frauen mit Aktionen wie dem „Girls’ Day“ zu begrüßen. Sie können jedoch nur ein erster Schritt sein, wie ein Blick auf andere Studien zeigt.

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В статье раскрывается проблема профессиональной сегрегации по признаку пола. Авторы рассматривают причины существования гендерной сегрегации на рынке труда и ее влияние на трудовую деятельность мужчин и женщин.

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EXPANSION OF THE SEMANTIC FIELD OF ANGLICISMS ON THE EXAMPLE OF NEW BORROWINGS

The continuous creative process of human consciousness contributes to the formation of new words or the borrowing of fragments of another linguistic picture of the world. There is no language that does not have borrowings. This process in the language is continuous and natural, expressing social, cultural, economic, political, and other relations. The purpose of this work is to describe the functioning of some anglicisms in the communicative space of the Russian language.

Anglicism is the result of borrowing words from the English vocabulary. Anglicisms began to penetrate the Russian language from the beginning of the 19th century. Borrowed words began to appear in many languages of the world because people began to travel, the Internet appeared, relations between countries developed, and cultural exchange intensified. English is becoming the international language of communication. Many devices and phenomena related to the computer and the Internet did not have corresponding notions in Russian. Globalization has allowed these words to simply sneak into another language without change. The use of anglicisms has become fashionable, with them, young people tend to imitate Western culture. So many new words are transferred from English to other languages. Despite the redundancy of anglicisms in Russian, they have a special functionality in the text. Without a specific function, their use is redundant, as, for example, it happens in the language of youth. It can be noted that English borrowings show expressiveness at a high level, which nevertheless weakens quite quickly. From a thematic point of view, English borrowings can be divided into several groups: words-terms economic, political, words-terms related to computer technology, sports terms, words-terms used in cosmetology, words-terms of certain professions or activities, as well as words -terms related to popular culture.

About 15 % of English borrowings are words that appeared in Russian as a result of satisfying the need to name a new thing or concept. There are many differences between the Russian language and the language from which the word is borrowed in terms of phonetics, word formation, and grammar. In addition, in the process of the transition of a word from another language into Russian, its graphic, lexical and semantic development takes place. Semantic development, which is understood as a change in the semantics of a word.

In other words, the word may not receive all the meanings available in the source language, or take on an additional, extended meaning. Sometimes a word changes meaning when transferring from one language to another. In Russian-language dictionaries, people can find a fairly developed system of word meanings. The Dictionary of A. I. Dyakov, for example, interprets “треш” and “трэш” as ‘an outdated, unnecessary thing or garbage, rubbish’ [**Ошибка! Источник ссылки не найден.**]. The other meaning is ‘a style in rock music, a type of heavy metal’ [**Ошибка! Источник ссылки не найден.**, с. 66]. Another example can be seen in the word “хайп” which means noise in the media and social networks around any person or object. Also, this word can denote the rapid success of a person. One more meaning is an intrusive or aggressive advertising, the main purpose of which is not to talk about the product, but to artificially create a stir around it [**Ошибка! Источник ссылки не найден.**]. For the most part, linguists treat borrowing neutrally, as an objective language process, as a result of which the language is replenished with new vocabulary. As a rule, they struggle not with borrowings, but with verbal ignorance, with the inability to accurately use foreign words.

As a result, we can conclude that the borrowing of anglicisms is seen as a result or a process. The functioning of anglicisms in the communicative space of the media and the Internet shows an active process of development of semantics, due to their diverse uses in public, political and other spheres of life. The variety of selected meanings that are not reflected in dictionaries, but are actively used in real life, allows us to state a high level of entry and adaptation of anglicisms into the Russian language and culture. During the transition to the Russian language, anglicisms most often, along with semantics, acquire connotations and assessments characteristic of the host language. From this it follows that the change in the semantics of anglicisms, the variation of their meanings in the Russian language is an active process. The language game, speech actions performed with certain anglicisms and communicative practices are the main condition for the emergence of new meanings, their transposition from one sphere of socio-cultural life to another according to certain semantic laws and rules. Coming into the language, anglicisms are embedded in the semantic matrix of the Russian language and develop specific meanings.

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В статье рассматривается функционирование некоторых англицизмов в коммуникативном пространстве русского языка. Автор обращается к словарным дефинициям англицизмов, затем анализирует их употребление в контексте. Источниками исследования послужили англо- и русскоязычные словари, материалы текстов, а также интернет-ресурсы. Научная новизна работы заключается в выявлении и дифференциации значений англицизмов в соответствии с семантическими изменениями.

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TECHNOLOGIES OF FORMING STUDENTS' READINESS FOR INTERCULTURAL COMMUNICATION

Intercultural communication has gained importance recently and is stressed in almost every international meeting as a call for global dialogue, respect, and tolerance. Moreover, improvements in technologies such as smart phones, tablets, computers, related software, etc., and the fact that the Internet has become significantly more widespread in the world, have created opportunities for people to become accustomed to different cultures, languages and environments where people of various social, cultural and educational levels meet, share information and become involved in bilateral projects, activities, discussions, etc.

It is important to know that among a great deal of academic subjects, the discipline that calls on to prepare students for intercultural interaction, to form intercultural communication, is undoubtedly "Foreign Language". That is why, the main aim of the article is to give information about the main technologies of forming students' readiness for intercultural communication.

Indeed, in modern conditions, secondary school has the task of teaching a foreign language in an inseparable unity with the world and the culture of the people who speak this language. Foreign languages call on to serve the interaction of countries in the spirit of a dialogue of cultures, the humanization of intercultural relations. A foreign language as an academic subject has a huge developmental and educational potential. Teaching a foreign language is regarded as one of the priority areas for the modernization of school education. Due to the reassessment of the role of a foreign language in the process of its

teaching, significant adjustments are made to ensure the implementation of its functions.

By the way, any technology, i. e. a set of forms, methods, techniques and means of the educational process, has resources that activate and intensify the activity of students, and in some technologies these means form the main idea and the basis for the effectiveness of the results. Such technologies include game technologies, problem-based learning, communicative technologies, learning intensification technologies based on schematic and symbolic models of educational material, information technologies, etc. Now, let us examine some of these technologies.

Game technologies is a type of activity in situations aimed at recreating and assimilating social experience, in which self-management of behaviour or a learning method for transferring the experience of older generations to younger ones is formed and improved. The game finds a wide application in modern school, which relies on the intensification of the educational process and is used:

- ✓ as independent technologies for mastering a concept, topic;
- ✓ as an element of a larger technology;
- ✓ as a lesson or part of it (introduction, explanation, exercises, control);
- ✓ as a technology of extracurricular activities.

Problem-based learning technology became widespread in the 1920s and 1930s in Soviet and foreign schools. Today, problem-based learning is understood as an organization of training sessions that involves the creation of problem situations under the guidance of a teacher and the active independent activity of students to resolve them, as a result of which is a creative acquirement of knowledge, skills, abilities, the development of mental abilities.

The technology of communicative learning is based on communication and the essence of all intensive technologies for teaching a foreign language to realize the assimilation of a foreign language culture. The conceptual conditions of this technology are as follows:

- ✓ a foreign language is both a goal and a means of learning;
- ✓ language is a means of communication, identification, socialization and introduction of an individual to cultural values;
- ✓ mastery of a foreign language differs from mastery of native ways of acquiring, the inclusion of the language in the subject-communicative activity, the complex of the implemented functions and the correlation with the sensitive period of the child's speech development.

It is necessary to add that the main participants in the learning process are the teacher and the student, and the relationship between them is based on cooperation and equal speech partnership.

The technology of training intensification based on schematic and symbolic models of educational material is focused on 1) knowledge, skills and abilities;

2) education of all children, with any individual information; 3) accelerated education.

The principles of this technology are:

- ✓ multiple repetition, compulsory step-by-step control, high level of difficulty, study in large blocks, dynamic stereotype of activity, use of support;
- ✓ person-oriented approach;
- ✓ humanism (all children are talented);
- ✓ learning without coercion;
- ✓ conflict-free educational situation, publicity of success of every child, opening up prospects for correction, growth, success;
- ✓ combination of education and upbringing.

Besides, in recent years, the question of using new *information technologies* in secondary school is raised more often. This is not only new hardware, but also new forms and methods of teaching, a new approach to teaching. The use of various information technologies in a foreign language class has a great role in the development of students' intercultural communicative competence. It is obvious that the development of intercultural communicative competence in teaching foreign languages is impossible without multimedia educational software, the Internet and distance learning. Information technologies act as innovative interactive learning tools that have the ability to:

- ✓ visualize the phenomena;
- ✓ represent the process of explaining dynamically;
- ✓ handle significant amounts of educational information;
- ✓ contribute to the dynamics of learning process;
- ✓ turn the lesson into a colourful interactive activity.

The introduction of the personal computer, multimedia technologies and global information network of the Internet affects the educational system causing significant changes in the content and teaching methods.

Of course, students' readiness for intercultural communication directly depends on the teacher's skill of applying these technologies in practice. The use of these technologies in the English classroom is relevant and effective, it increases the level of practical language proficiency, and the most important thing is that it generates self-employment skills and initiative. Information space contains a huge cultural and didactic potential, which is used in training throughout the world at this very moment.

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В статье раскрывается важность учебного предмета «Иностранный язык» для формирования готовности учащихся к межкультурному общению, обладающему огромным развивающим и воспитывающим потенциалом, а также основные компоненты готовности учащихся к межкультурному общению и технологии их формирования, в том числе информационные.

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DIE BEDEUTUNG DER KÜNSTLICHEN INTELLIGENZ

Erinnern Sie sich an den Film Terminator aus dem Jahre 1984? In diesem fiktiven Drehbuch führt viele Jahre später die künstliche Intelligenz Skynet mittels Roboter und Maschinen Krieg gegen ihre Schöpfer.

Viele Wissenschaftler warnen jedoch vor den aktuellen Entwicklungen und sehen es nur als eine Frage der Zeit, wann die künstliche Intelligenz sich über den Menschen erheben wird. Der britische Physiker Steven Hawking fürchtet, dass intelligente Computer den Menschen überholen und ihn quasi zum persönlichen Spielzeug machen könnten. Und das schon in sehr naher Zukunft. Computer mit künstlicher Intelligenz werden Menschen in den nächsten 100 Jahren überholen. Wenn das passiert, müssen wir sicherstellen, dass die Ziele der Computer mit den unsrigen einhergehen. Im vorliegenden Artikel werden moderne Forschungen im Bereich der künstlichen Intelligenz analysiert.

In den letzten Jahren erfahren wir aus den Medien immer wieder von zahlreichen Beispielen künstlicher Intelligenz, wie Schachcomputer, autonom fahrende Autos oder Sprachsteuerung. Doch handelt es sich hierbei wirklich um künstliche Intelligenz, vergleichbar mit menschlicher Intelligenz?

Um diese Frage beantworten zu können, wurde sogar bereits ein Testverfahren entwickelt. Im sogenannten Turing Test, entwickelt von Alan Turing, stellt ein Mensch beliebige Fragen, welche sowohl durch einen Menschen, wie auch durch einen Computer beantwortet werden. Der

Fragesteller weiß hierbei nicht, wer von beiden die Antwort gibt. Dennoch muss er entscheiden, ob der Mensch oder der Computer die Antworten gegeben hat. Sind beide nicht zu unterscheiden, so ist laut Turing die Maschine intelligent. Bisher konnte kein Computer diesen Test zweifelsfrei bestehen. Der amerikanische Soziologe Hugh Gene Loebner lobte bereits 1991 eine sechsstellige Summe für denjenigen Programmierer aus, der einen Computer präsentiert, welcher den Turing Test besteht. Die ausgeschriebene Summe wartet auch 25 Jahre später noch auf einen neuen Besitzer. Auch im Alltag begegnet uns der Turing Test regelmäßig. Im sogenannten CAPTCHA-Verfahren – der Name „Completely Automated Public Turing test to tell Computers and Humans Apart“, sagt es schon: hier wird zur Abwehr von Spam auf Internetseiten zwischen automatisierter und menschlicher Eingabe unterschieden.

Man kann also festhalten, echte künstliche Intelligenz gibt es noch nicht. Oder vielleicht doch? Denn ganz eindeutig lässt sich die Frage nicht beantworten. Um eine Maschine als intelligent zu bezeichnen, müsste sie die Anforderungskriterien an die Definition von Intelligenz erfüllen. Das Problem: es gibt keine allgemeingültige Definition von Intelligenz, denn in der Psychologie ist Intelligenz lediglich ein Sammelbegriff für die kognitive Leistungsfähigkeit des Menschen. Um dennoch eine Vergleichbarkeit zwischen Mensch und Maschine herzustellen, unterteilte Wolfgang Wahlster, der deutsche Informatiker und Inhaber des Lehrstuhls für künstliche Intelligenz an der Universität des Saarlandes, die menschliche Intelligenz in 4 verschiedene Bereiche: die kognitive Intelligenz, die sensormotorische Intelligenz, die emotionale Intelligenz und die soziale Intelligenz.

Bei der kognitiven Intelligenz spielt das Aufnehmen und Erlernen von Wissen sowie das Kombinieren und Schlussfolgern eine wesentliche Rolle. Hierbei ist die Maschine in den meisten Bereichen den Menschen bereits heute schon weit überlegen. Künstliche neuronale Netze sowie das Konzept des Deep Learning, gepaart mit der immer höheren Leistungsfähigkeit von Computern, führen zu erstaunlichen Ergebnissen, zu denen der Mensch nicht in der Lage wäre. Gesichts-, Sprach- und Handschriftenerkennung stellen heute kein Problem mehr dar. Zusammenfassend lässt sich also sagen, dass wir im Bereich der kognitiven Intelligenz bereits tatsächlich von Intelligenz sprechen können, welche den Menschen überlegen kann und es zukünftig noch weit deutlicher sein wird. Der Mensch ist als biologisches Lebewesen ein klassischer Allrounder. Unsere fünf klassischen Sinne wie Sehen, Hören, Tasten, Riechen und Schmecken sind gut ausgeprägt und die Messinstrumente, die unser Körper benötigt um sich in seiner Umwelt zurechtzufinden. Doch all das kann man mit Kameras und Sensoren ebenfalls, teils deutlich besser. Das Geheimnis hier ist die Sensorfusion, also dem Zusammenspiel der Sinne. Hier ist der Mensch heute

noch klar überlegen, die Wissenschaft holt an diesem Punkt aber rasant auf. Unternehmen wie Boston Dynamics können mit ihren Robotern bereits heute viele Aspekte der sensormotorischen Intelligenz simulieren.

Die emotionale Intelligenz, also Dinge wie Freude, Trauer, Mitgefühl, Wut und Angst spielen bei Maschinen heute noch keine Rolle. Während neuronale Netze durch elektrische Prozesse simuliert werden können, denn es handelt sich hierbei um chemische Prozesse, die durch Hormone gesteuert werden. Maschinen sind zwar heute schon in der Lage, Gefühle ihrer Mitmenschen zu lesen und darauf entsprechend zu reagieren und darauf zu antworten. Wir Menschen würden sagen, diese maschinellen Gefühle sind gespielt, um echte Emotionen handelt es sich hierbei noch nicht.

Ähnlich verhält es sich bei der sozialen Intelligenz, also der Fähigkeit, die Stimmung in einer menschlichen Gruppe zu erkennen, z. B. den Teamgeist. Auch auf diesem Gebiet können Maschinen bislang nichts leisten.

Um eine echte künstliche Intelligenz nach menschlichem Vorbild zu schaffen, braucht man noch viel Zeit. Dennoch beantwortet es die grundsätzliche Frage nicht, ob künstliche Intelligenz ein Segen oder eine Gefahr für die Menschheit ist: Denn die Entwicklungen zeigen in beide Richtungen. Selbst eine künstliche Intelligenz, welche nicht vollumfänglich allen Kriterien entspricht, wird unsere Zukunft in vielen Bereichen revolutionieren. Anwendungsgebiete werden schon bald autonomes Fahren, Auswertung riesiger Datenmengen, Analysen und Prognosen sowie Sprachassistenten und vieles mehr sein. Selbst eine musikkomponierende Software wurde bereits entwickelt, der Fantasie sind dabei kaum Grenzen gesetzt.

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В статье рассматриваются возможности и последствия создания искусственного разума. Автор описывает многочисленные попытки создания искусственного интеллекта, способного превзойти разум человека.

К содержанию

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IRÃO NO CORAÇÃO DO “DIALOGO DE CIVILIZAÇÕES”

Em 1996, foi publicado o sensacional livro do sociólogo americano S. F. Huntington, “Choque de civilizações”. Nele, o autor examina a situação que se desenvolveu no mundo após o fim da Guerra Fria e o colapso do sistema bipolar de relações internacionais, e as perspectivas do desenvolvimento do mundo no futuro. Uma das principais teses deste trabalho foi a ideia de que no futuro o conflito se desenrolará não entre países ou nações individuais, mas entre culturas, em particular, as culturas de duas grandes religiões: o cristianismo e o islamismo. Em vista de suas formulações um tanto duras, este livro foi percebido por muitos como um claro desafio ao Islã. Esperava-se que os muçulmanos radicais respondessem a isso e, possivelmente, declarassem a jihad. No entanto, a resposta veio completamente inesperada e de um lado menos esperado – do Irão.

O Irão é um país onde um clero xiita conservador está no comando do poder. No entanto, não foi qualquer teólogo muçulmano que tornou-se a voz da Leste, mas o Presidente da República Islâmica do Irão, Mohammad Khatami. Tendo chegado ao poder em 1997 e lembrado por sua política de tolerância com a cultura ocidental e o aquecimento das relações com o Ocidente, M. Khatami entrou para a história como um dos iniciadores do conceito de “Diálogo de Civilizações”. Ele revelou a sua opinião dessa perspectiva em uma série de discursos, entre os quais seus discursos na 53ª Sessão da Assembleia Geral da ONU em 1998 e na trigésima sessão da Conferência Geral da UNESCO em 1999 são os mais famosos.

O século XX lembra-se na história como um século de convulsões, que deram ao mundo duas guerras mundiais, a ascensão e queda de sistemas totalitários, o colapso do colonialismo. A humanidade abalada criou as Nações Unidas como garantia de que esse horror nunca mais aconteceria. No entanto, “a verdadeira paz baseada na justiça ainda é rara” [1]. M. Khatami acha que a razão disso é o mundo moderno, chamdo também pax romana¹, “um mundo garantido pela força e pelas leis” [2]. É dominado por intrigas, diplomacia enganosa e o desejo pelo poder inegável de um. O que se chama tolerância à

¹ Paz romana – uma frase usada para descrever o período longo de paz e relativa estabilidade que tem origem nos primeiros séculos do Império Romano. Tem também o significado figurado que está descrito no texto.

diversidade cultural tem origem na palavra “tolerar” o que é estar obrigado ficar na presença dos outros.

E como o presidente iraniano se opõe a isso? Um diálogo que “deve superar a fase da tolerância negativa e enveredar com confiança no caminho da cooperação positiva” [2]. E como a política e a economia não podem se tornar uma plataforma de diálogo, é a cultura e a educação que devem se tornar essa ponte entre as civilizações, por isso M. Khatami dá importância primordial à UNESCO, a qual já funciona para proteger o património cultural do mundo, mas será um caminho para unir culturas.

No entanto, a pergunta permanece se o mundo está pronto para o diálogo. M. Khatami acredita que o mundo ainda não está pronto para tal diálogo, porque não podemos falar sobre o diálogo mundial quando “em 2000, 30 % da população mundial vivia na pobreza” [2]. Como observa Khatami, “...os cidadãos do mundo são passageiros de um navio: ou todos ou ninguém pode superar a tempestade e chegar à costa”. Não menos proféticas são suas palavras de que, se o Ocidente não ajudar outras regiões menos prósperas do mundo, enfrentará o problema de manter sua própria segurança. E, como um eco, isso lembrou-se quando, como resultado da perda de estabilidade na região do Oriente Médio, multidões de refugiados invadiram os países da Europa, causando a maior crise migratória da história da Europa.

Para superar todos os obstáculos, as pessoas devem lembrar que somos todos unidades de um todo, criados por Deus à sua imagem e semelhança, inalando o seu espírito santo, observa M. Khatami [1]. E o diálogo proposto como solução não é um determinado grupo de pessoas que se juntam para discutir alguma coisa no fórum, isto seria absurdo. Esta é uma nova visão ampla que deve ser incentivada e orientada pela educação nas escolas no mundo todo. Devemos buscar pontos que nos unam, tirar o melhor um do outro para que, mantendo nossa própria autenticidade, ao mesmo tempo avancemos para um futuro melhor. Pois somente nossa unidade no desejo de entender um ao outro ajudará o mundo a sair em direção à prosperidade e bem-estar universais.

Assim, há mais de vinte anos, M. Khatami lançou a primeira pedra na fundação do que mais tarde seria chamado de conceito de “Diálogo de Civilizações”. Seus discursos foram recebidos com entusiasmo e, em uma explosão de sentimentos, o primeiro ano do novo milênio da era cristã foi nomeado o ano do Diálogo entre as Culturas. No entanto, vinte anos se passaram e o mundo ainda não conhece o paz. Terrorismo internacional, guerras, fome, epidemias – tudo isso continua a fazer parte de nossa vida e parece que não podemos fazer nada para deter tudo isso. Talvez a humanidade simplesmente não possa viver em paz consigo mesma. Mas pessoas como Mohammad Khatami dão esperança de que as coisas ainda podem mudar.

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В статье раскрывается роль президента Исламской Республики Иран М. Хатами в разработке и продвижении концепции диалога цивилизаций.

К содержанию

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DESEMPLEO FEMENINO EN ESPAÑA

El mercado laboral ocupa un lugar importante en el sistema de relaciones de mercado. El desempleo es un fenómeno socioeconómico complejo en el que una parte de la población económicamente activa no participa en la producción pública de bienes y servicios y no puede ejercer su capacidad física y mental con la ayuda del mercado laboral. Una persona desempleada es una persona que no tiene trabajo, pero está dispuesta a trabajar si se le ofrece.

La relevancia del tema radica, sobre todo, en los graves problemas que conlleva el desempleo. La historia muestra que la inestabilidad económica y, como resultado, el desempleo masivo de la población puede conducir a cambios políticos, económicos y sociales serios en el estado.

Independientemente de la etapa económica o del tipo de desarrollo socioeconómico de la sociedad en el empleo profesional, las mujeres se enfrentan a problemas que ponen de manifiesto su desigualdad en comparación con los hombres. El desempleo de las mujeres es uno de los tipos más comunes de desempleo, que surge de la menor competitividad de las mujeres en el

mercado de trabajo: las mujeres llevan consigo una carga social mayor que los hombres (licencia de maternidad, licencia por enfermedad, guarderías, etc.).

En la situación más difícil se encuentran las mujeres que pertenecen a la categoría de desprotegidas socialmente:

- mujeres con niños pequeños, niños discapacitados;
- madres numerosas y solteras;
- esposas de militares que pierden sus calificaciones debido a movimientos frecuentes;
- graduados de educación secundaria y superior sin experiencia laboral;
- mujeres en edad de prejubilación.

Para analizar el desempleo femenino en España hay que considerar primero su economía. La última década del siglo pasado en el desarrollo económico español está marcada por dos períodos. El primero (1991–1993) se caracterizó por una desaceleración cíclica de la producción industrial y la posterior depresión profunda, que abarcó casi todas las áreas de la economía. Después de alcanzar el punto más bajo de la recesión económica en 1993, la economía española entró en un período de estabilización y desarrollo desde 1994.

Entonces España comenzó rápidamente a ganar peso económico. Y hay una razón seria para esto. Más de la mitad de los empleos creados en 2002 por las economías de la eurozona son mérito de España. Si en 1976 y 1996 el país contaba con 12 millones de trabajadores, en 2004, ocho años después, eran 17 millones, más que nunca en la historia española. En estos ocho años, la tasa de crecimiento del PIB español ha sido superior al 3 % anual.

A continuación, se produjo la crisis financiera española de 2008–2014, también conocida como la Gran Recesión de España o la gran depresión española de 2008–2014. En 2014, España comenzó a salir gradualmente de la crisis. El PIB del país creció un 1,4 %, la demanda interna se reactivó y el desempleo comenzó a disminuir [2].

Muchos analistas y economistas están elaborando medidas para reducir la tasa general de desempleo, pero con demasiada frecuencia se deja de lado el fenómeno del desempleo femenino, que también es un gran problema macroeconómico. Entre 1991 y 2020, la tasa media de desempleo femenino en España es del 20,86 %. Debido a las crisis en la economía del país, hay un aumento del desempleo femenino al 31,61 % en 1994 y al 25,7 % en 2013. En contraste con el desempleo femenino, la tasa de desempleo masculino en el país es más baja y entre 1991 y 2020, es 14,47 % [1].

Sin duda, los orígenes del desempleo de las mujeres provienen de los fenómenos discriminatorios en el mercado laboral. La ineficacia de las políticas y prácticas para resolver los problemas del desempleo de las mujeres obliga a éstas a aceptar cualquier trabajo, incluso el más poco calificado. Los principales problemas de la mujer en el empleo y el elevado desempleo de la mujer no se

deben tanto a la reestructuración de la economía, sino a la discriminación de la mujer en el empleo, que se ha agravado en la crisis económica y luego se ha convertido en evidente. De media, los hombres ganan casi un 22 % más que las mujeres, según el Instituto nacional de Estadística de España. Además, según los sindicatos, 8,5 millones de mujeres en este país se enfrentan a la discriminación, ganando una media de seis mil euros al año menos que el sexo más fuerte. El problema no es solo el monto del salario, sino también la falta de bonificaciones, el pequeño pago de horas extras. Todo esto se refleja como resultado en los pagos de jubilación.

Por lo tanto, la función biológica de la mujer relacionada con la procreación, ha condicionado en gran medida la posición social de la mujer y su capacidad para elegir una especialidad y un trabajo. Por desgracia, la estructura familiar que se ha desarrollado a lo largo de los siglos ha limitado las oportunidades de trabajo y empleo de las mujeres y ha consolidado la imagen de una trabajadora de baja capacidad, en la que el marido, como cabeza de familia, se presenta ante todo como un beneficiario que aporta ingresos a la familia, mientras que la mujer se presenta como cuidadora del hogar que cría a sus hijos. Las causas del desempleo de las mujeres se pueden distinguir muchas, pero la más llamativa de ellas es la imagen negativa de la mujer en el campo del trabajo.

Por este motivo, España aprobó en 2007 la Ley de igualdad, cuyo objetivo es lograr la igualdad real entre hombres y mujeres, luchar contra todas las formas de discriminación y eliminar los estereotipos sociales, independientemente de la nacionalidad y el lugar de residencia. Y hasta la fecha, según el estudio Global Gender Gap Report 2020 publicado por el Foro Económico Internacional, España ocupa el puesto 8 en el ranking de los países más avanzados en materia de igualdad de género. En la edición anterior se encontraba en la línea 29 del ranking. 153 países participaron en el estudio.

El estudio indica que España redujo la desigualdad de género en un 79,5 %, por delante de países como Alemania (78,7 %), Dinamarca (78,2 %), Francia (78,1 %) y Reino Unido (76,7 %). En todo el mundo, la brecha de género se ha reducido por primera vez en los últimos 3 años. Sin embargo, al ritmo actual, la igualdad real se logrará aproximadamente en 100 años.

España obtuvo los mejores resultados en el ámbito de los derechos y oportunidades políticas de las mujeres. En cuanto a la proporción de mujeres en cargos ministeriales, España ocupa actualmente el primer lugar en el mundo (64,7 %) [3].

Según los españoles, para resolver el problema de la desigualdad entre hombres y mujeres, es necesario explicar la importancia de este tema, en primer lugar, a los escolares. A continuación, se incluyen medidas como la lucha por la igualdad salarial, la aprobación de leyes más estrictas para prevenir la violencia y el acoso contra la mujer.

Por lo tanto, la preocupación del estado por lograr el empleo más eficiente en el país es un aspecto esencial de la regulación estatal del mercado laboral, cuyo mecanismo de formación se mejorará constantemente en relación con las nuevas condiciones de desarrollo de la economía de mercado.

Por lo tanto, el problema del desempleo femenino sigue siendo un fenómeno actual en todo el mundo. Este problema macroeconómico merece una mayor atención de expertos, analistas y, sobre todo, del estado. Las empresas, por su parte, también deben estar interesadas en contratar mujeres. Además de todo, el sistema educativo debe garantizar la posibilidad de obtener calificaciones, mejorarlas y volver a capacitarse en nuevas especialidades en el marco de la educación profesional secundaria y superior. Lo que es más importante, la sociedad debe comprender la importancia y la urgencia del problema del desempleo de las mujeres en el mundo moderno. Sólo con la estrecha cooperación de todos los enlaces mencionados, la solución de este problema puede ser efectiva.

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В статье раскрываются проблемы женской безработицы в Испании, которая по сей день остается глобальным явлением по всему миру. Автор анализирует экономику Испании, сравнивает женскую и мужскую безработицу в стране, раскрывает причины и последствия данной проблемы, а также показывает пути ее решения.

К содержанию

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PARADOJAS DE ESPAÑA

La economía española es la cuarta más grande de la Unión Europea (UE) y la decimocuarta más grande del mundo por el volumen del Producto Interno Bruto.

España es un país industrial, una de las mayores economías de Europa Occidental y del mundo.

España se destaca como fabricante de repuestos y accesorios para automóviles (10º lugar en el mundo), máquinas y equipos industriales (15º), audiovisuales (17º), productos químicos orgánicos e inorgánicos (15º), productos metalúrgicos (13º) y calzado (3º).

Pero a pesar del actual período de crecimiento económico, que comenzó en 2014 (excepto el 2020), hay dos paradojas fundamentales en España.

A la hora de estudiar una lengua extranjera es importante entender la cultura, la economía y la situación del país en su conjunto, por eso analizamos las principales paradojas de la economía española. El objeto de la obra es poner de manifiesto las paradojas de España y las perspectivas del desarrollo futuro.

La primera paradoja. A medida que la economía crece, el número de pobres crece. Los ingresos de los españoles no aumentan al ritmo necesario para la economía del país.

Esta paradoja se refleja en la alta tasa de desempleo oficial, que incluso en los años de rápido crecimiento de la economía no cae por debajo del 8–10 %, lo que sería desastroso para la mayoría de los demás países, pero se percibe como la norma en España. Aunque la alta tasa de desempleo oficial mitiga en parte la presencia de un gran sector de la economía sumergida, en el que se emplean muchos inmigrantes ilegales. Muchos consideran que el bajo nivel de formación profesional es uno de los principales problemas de España.

Para mantener a su población, España lleva décadas pagando prestaciones a los desempleados, a los discapacitados, a los hijos de familias con bajos ingresos, a las viudas y huérfanos pobres, a los mayores de 65 años que no han trabajado y no tienen derecho a una pensión ordinaria.

El 5 de abril de 2020, como parte de las medidas para paliar los efectos socioeconómicos de la pandemia del coronavirus, el Gobierno de España anunció la introducción de la renta básica incondicional. La atención se centra en el apoyo a las familias. El Consejo de Ministros de España ha aprobado un programa para proporcionar un ingreso mínimo vital a los ciudadanos más necesitados.

El ingreso mínimo vital aumentará el número de personas que reciben beneficios públicos. Por ejemplo, se pagará a quienes hayan perdido su trabajo hace mucho tiempo y quienes tengan derecho a prestaciones. Después de todo, el período de pago de la prestación por desempleo se limita a dos años y los ingresos básicos se destinarán a las personas que nunca han trabajado. Este grupo incluye, según las estadísticas oficiales, a una cuarta parte de los españoles menores de 30 años, por no mencionar a los más maduros.

El ingreso básico incondicional es de 462 euros al mes, a los que se suman 139 euros por cada miembro de la familia del beneficiario. El importe total de la prestación por familia no podrá exceder 1.015 euros. Según las autoridades 2,3 millones de pobres se beneficiarán de los nuevos pagos, que costarán más de 3.000 millones de euros anuales. España tiene una población total de 47 millones de habitantes.

Sin embargo, muchos observadores sostienen que la innovación no sólo podría tener un impacto negativo en el problemático presupuesto del país, sino que también desanimar a los pobres a trabajar.

El año 2020, marcado por la crisis económica y sanitaria por la pandemia del coronavirus, fue desastroso para el mercado laboral español. Según los resultados de 2020, el desempleo aumentó en 724.532 personas en comparación con 2019 con un total de 3.888.137 desempleados en 2020. En diciembre de 2020 el incremento mensual fue de 36.825 parados respecto a 2019.

La segunda paradoja. La tendencia al aumento de la deuda externa en España es constante.

La economía española es muy vulnerable a la financiación externa y el país tiene una elevada deuda externa.

Según datos del Banco de España en septiembre de 2020, la deuda pública española alcanzó un récord y superó los 1,3 billones de euros. Esto equivale al 114 % del PIB total del país.

La mayor parte de la deuda se compone de pasivos públicos – 1,17 billones de euros. Seguridad social – 74.860 millones de euros. La cifra aumentó en 2.250 millones de euros en septiembre. El aumento se debe a un aumento del número de funcionarios que fueron enviados por expediente regulación temporal de empleo (ERTE).

Según las estimaciones decepcionantes del Banco de España, debido al impacto de la pandemia del coronavirus, la deuda pública podría alcanzar el 115 % del PIB a finales de este año, y este es un escenario favorable; con un resultado diferente, – la cantidad podría llegar al 120 % del PIB.

El mayor aumento en el déficit se debió a las grandes inyecciones financieras para apoyar a las empresas y los individuos en la epidemia, en particular el ERTE (suspensión temporal del contrato, el 70 % del salario de los empleados en estas condiciones paga el estado), la ayuda a los empresarios individuales y el pago por discapacidad debido a la epidemia.

La deuda pública en España creció en el tercer trimestre de 2020 en 17.382 millones de euros y alcanzó los 1.308.439 millones de euros o el 110,2 % del PIB, mientras que en el primer trimestre de 2020, se situó en el 99 %. La deuda per cápita de España en el tercer trimestre de 2020 fue de 27.645 euros.

De este modo analizamos la economía española e identificamos 2 paradojas. Mientras que la economía crece, el número de pobres crece y la tendencia al aumento de la deuda externa en España es constante. El gobierno está tomando todas las medidas necesarias para resolver los problemas.

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В статье раскрываются особенности экономики Испании, изменения, произошедшие в ней за последние годы, возникающие проблемы. Автор приводит пути решения данных проблем.

К содержанию

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DIE EUROPÄISCHE ERFAHRUNG DES BILINGUALEN DEUTSCHUNTERRICHTS

Mit der Erweiterung von internationalen Kontakten wächst die Rolle der Fremdsprache, bzw. deutscher Sprache, kontinuierlich. Die verbreitete Anwendung von Deutsch im Bereich des Handels und des Business, der Wissenschaft und der Technik, der Informationstechnologien und die Verwendung als ein Mittel der Kommunikation in multinationalen Gemeinschaften führt dazu, dass die deutsche Sprache immer öfter als erste Fremdsprache in Schulen gewählt wird. Bei der Vorbereitung von Lehrmaterialien legt man großen Wert darauf, eine Vielfaltigkeit der modernen Formen und Stile des Sprachstudiums unter Berücksichtigung der interkulturellen Faktoren zu fördern.

Mit der Realisierung einer neuen Sprachpolitik verbindet man das Schaffen eines flexiblen Systems der Sprachwahl, der Bedingungen und Variante des Erlernens, sowie das Schaffen des variablen Systems der Forme und

Bildungsmittel, die den modernen Stand der Theorie und der Praxis vom Fachunterricht widerspiegeln.

Das Hauptziel besteht darin, die moderne europäische Schule dem großen Strom der Emigranten mit mannigfaltigen kulturellen Traditionen zur reibungslosen für europäische Einwohner Integration in die neue Gesellschaft anzupassen. Daher erscheinen immer mehr Fremdsprachendidaktiken in der letzten Zeit.

Im Kontext dieser Entwicklungen wurde der multikulturellen Bildung zum Vorwurf gemacht, dass sie die Verbreitung von Vorurteilen in der Gesellschaft fördert und die Aufmerksamkeit auf kulturelle Unterschiede der Minderheiten lenkt. Die Kritiker der multikulturellen Bildung sind überzeugt, dass die Behauptung, dass ethnische Unterschiede existieren, unbegründet sei und die Anerkennung solcher Unterschiede in der Praxis, bzw. im Bildungssystem, zur Emigrantendiskriminierung dient.

Deshalb ist es die Aufgabe der Schulen, sowie jeder Lehranstalt, Hilfeleistung dem Prozess der Entwicklung der Persönlichkeit von ausgewanderten Schüler und Studenten zu fördern. Lehranstalten sollen von den Vorurteilen und Stereotypen bezüglich Emigranten befreit sein.

Internationale Studien zeigen bereits seit Jahren, dass Kinder und Jugendliche mit Migrationshintergrund durch mangelnde Kenntnisse der deutschen Sprache im Bildungswesen benachteiligt sind. In Deutschland leben etwa 3,37 Millionen 5- bis 20-jährige Kinder und Jugendliche mit Migrationshintergrund – ein Potenzial, das für die Zukunft deutscher Gesellschaft von Bedeutung ist. Aus diesem Grund entstand die Idee, die Bildungschancen dieser Zielgruppe durch sprachliche und fachliche Förderung zu verbessern. Gleichzeitig zielt das Projekt auch auf die praxisnahe Ausbildung zukünftiger Lehrer [1].

Mit diesem Zweck eröffnete die Stiftung Mercator das Projekt «Förderunterricht für Kinder und Jugendliche mit Migrationshintergrund» im Jahre 1974, das 2004 bundesweit etabliert wurde. Derzeit erhalten Schüler der Sekundarstufe I und II an 29 Standorten in 11 Bundesländern kostenlosen sprachlichen und fachlichen Förderunterricht durch Lehramtsstudierende, die an ihrer Hochschule in zusätzlichen Seminaren darauf vorbereitet werden. Die Förderung findet wöchentlich am Nachmittag zwei bis vier Stunden lang in Kleingruppen statt. Die Studierenden erhalten dafür ein Honorar, das von der Stiftung Mercator finanziert wird. Projektpartner sind neben den Hochschulen und Schulen, u. a. kommunale und regionale Einrichtungen, Vertreter der Landesebene, freie Wohlfahrtsverbände sowie Migrantenselbstorganisationen.

Ein Prinzip des Förderunterrichts ist es, auf jede vermeidbare Repression gegenüber den Schülerinnen und Schülern zu verzichten.

Auch die Muttersprachen der Schülerinnen und Schüler spielen bei der Förderung eine wichtige Rolle. Die Verwendung der Muttersprache trägt zur

Schaffung eines positiven Lernklimas bei und bewirkt, dass die Schülerinnen und Schüler sich in ihren persönlichen und fachlichen Schwierigkeiten frei äußern [3, S. 16].

Für die zahlreichen Förderlehrerinnen und -lehrer ausländischer Herkunft ist die Situation, in einer fremden Kultur zu leben, vertraut; sie stehen den Schülerinnen und Schülern sowie den deutschen Förderlehrerinnen und -lehrern daher mit Rat und Tat zur Seite. Darüber hinaus erweitern sie ihre eigenen Erfahrungen, indem sie die Situation anderer Ethnien kennen lernen.

2004 initiierte die Stiftung Mercator ein gemeinsames Projekt mit der Universität Duisburg-Essen unter dem Titel ProDaZ, das die Forschungen im Bereich DaF/DaZ bezweckt.

Ziel von ProDaZ ist es, Veranstaltungen zu entwickeln, in denen den Studierenden fach- und sprachdidaktische Inhalte kombiniert vermittelt werden. Die Studierenden lernen in den fachdidaktischen Veranstaltungen Verfahren der Sprachförderung kennen, die abgestimmt sind auf die zu vermittelnden fachspezifischen Inhalte und Methoden sowie die jeweilige Fachsprache. In der Anfangsphase von ProDaZ werden bereits bestehende Kontakte zu den Fächern intensiviert und ausgebaut, Module und Moduleile entwickelt und erprobt [2].

International erfolgreich sind Ansätze wie Scaffolding oder CLIL, die dem Fachunterricht beim Ausbau der Sprachkompetenzen eine bedeutende Rolle zuschreiben. Voraussetzung hierfür ist eine entsprechende Ausbildung aller zukünftigen Lehrerinnen und Lehrer, die Kompetenzen zur Sprachförderung Mehrsprachiger im Fachunterricht in ihren verschiedenen Facetten erwerben sollten.

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В статье поднимается проблема преподавания немецкого языка в условиях многоязычия и освещаются причины ее актуальности. Автор рассматривает немецкие проекты, созданные с целью приспособления современной европейской школы к большому потоку мигрантов с разнообразными культурными традициями и языками и их безболезненной для европейских жителей интеграции в новое сообщество.

К содержанию

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MAIN SOURCES AND CONSEQUENCES OF SOIL POLLUTION IN BELARUS

Soil has always been an important resource for humans. Agriculture was the first type of human economic activity. The basis of agriculture is soil. All crops for human food and animal feed depend upon it. We are losing this important natural resource by the accelerated erosion to some extent. In addition to this the enormous quantities of man-made waste products are also causing or leading to soil pollution. Every year the anthropogenic load on the soil cover is increasing. As a result, chemical and physical properties of soils differ from the primary ones.

The article aims to describe the main sources and consequences of soil pollution in Belarus.

Soil pollution is defined as the build-up in soils of persistent toxic compounds, chemicals, salts, radioactive materials, or disease-causing agents, which have adverse effects on plant growth and animal health.

Many pollutants enter the soil, such as heavy metals, oil products, mineral fertilizers, radioactive substances, etc. This changes the soil cover. As far as it is the soil that provides us with the main food products, this topic is quite relevant.

The degree of manifestation of negative processes on the soil cover is different. It differs not only in the regions of the country, but even in the soil profile itself. In some cases, only the upper horizon of the soil cover is affected, in other cases, all horizons of the soil cover are changed [1].

Soil degradation is an important factor that hinders the development of land use and worsens the ecological state of the soil cover in the country. It includes the following processes: water and wind erosion, mineralization of drained peat soils, land transformation because of mining and construction, decreased fertility of agricultural land, radioactive and chemical contamination, burnout of drained peatlands and forest lands.

All these processes cause not only economic, but also social, environmental damage to our country, affect the environmental and land policy.

Soil pollution leads to serious consequences, among which are: dangerous diseases, the death of the plant world, soil erosion, toxic fumes, changes in the structure of the soil.

Physical and chemical contamination of soils is a significant factor in land degradation in the era of agricultural intensification. Its reasons are overdose of mineral fertilizers and pesticides used in the fields; acid rain and soil pollution

with industrial toxicants (nitrates, heavy metals, oil products, iron, mercury, radioactive elements, etc.).

The global assortment of herbicides and pesticides used to control weeds and pests of agricultural crops now includes more than 100 drugs. These substances, getting into soils, surface and underground waters, making them unsuitable for drinking, get into ecological chains, pass into plants, and then into animals and birds, and ultimately enter the human body with food, disrupting many of its physiological functions.

Soil contamination with radioactive substances and other hazardous elements is directly related to the health and well-being of mankind since we get everything important for the functioning and life of substances.

The flora suffers from changes in the land. It degrades depending on pollution. Due to depletion, soil cannot provide plants with nutrients. The flora begins to die and pulls along a chain of serious changes. The disappearance of the plant world due to soil pollution leads to a sharp decrease in the bacteria living in it. Land deprived of vegetation is destroyed. Soil erosion occurs.

The upper layers lose moisture and are lifted into the air by wind. Deep ravines are gradually formed, taking up large areas of agricultural land. Harmful substances settle to the ground over time. It easily absorbs and holds them for a long time. Under the influence of hazardous vapors and gases, the top layer of the earth is oxidized, forming a crust that resists the removal of harmful components.

All causes, from natural to anthropogenic, lead to a change in the structure of the soil. The connection between minerals, water and salt particles in its composition is broken. This destruction leads to the depletion of layers, the death of flora and fauna.

Thus, it is possible to conclude that the consequences of changes in soil resources are numerous. By disrupting the balance in soil, we affect not only our own health, but also the health of future generations. We are changing the species composition of plants and animals in these territories, which leads to environmental problems.

Chemical and natural soil pollution prevails in Belarus. To a small extent, mechanical and biological are manifested. The main sources of harmful substances and sources of pollution are motor vehicles, industry, agriculture, housing and communal services, etc.

For Belarus, contamination with radionuclides after the accident at the Chernobyl nuclear power plant in 1986 is still relevant. The country's territory and soil resources were contaminated with strontium, cesium, and other substances. Over the past 35 years after the accident, there has been a decrease in the areas of contaminated soils due to the natural destruction of these substances. There is also a decrease in the migration of these elements in the soil

profile and their fixation at the depth of 7–12 cm. However horizontal migration of elements also occurs: some territories are cleared, while others are contaminated due to the transfer of radioactive elements by wind and water.

Soil being a “universal sink” bears the greatest burden of environmental pollution. It is urgent to control the soil pollution in order to preserve the soil fertility and increase its productivity. In Belarus, several measures have been developed to protect and restore soil resources. They include the creation of a cadaster of land resources [2], exclusion from circulation of soils contaminated with radiation, the use of crops that do not accumulate radionuclides. It is also necessary to recycle garbage, monitor the dose of applied mineral fertilizers, etc. in order to reduce pollution.

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Показаны основные источники и последствия загрязнения почв в Беларуси. Загрязнение почв наносит не только экономический, но и социальный, экологический ущерб стране, влияет на природоохранную и земельную политику.

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SAUBERE LUFT FÜR EUROPA: EU-POLITIK

Die Luftverschmutzung ist in vielen europäischen Städten ein ernstes Problem. Sie stellt eine reale Gefahr für die Gesundheit dar und ist eine der Hauptursachen für frühzeitige Sterbefälle und Erkrankungen. Feinstaub, Stickstoffdioxid und bodennahes Ozon werden derzeit allgemein als die drei Schadstoffe betrachtet, die unsere Gesundheit am meisten gefährden. Luftverschmutzung schädigt auch die Ökosysteme. Ursache der Luftschadstoffbelastungen sind nach Angaben des Umweltbundesamtes vor allem Emissionen des Straßenverkehrs, aus Industrieanlagen, bei der Energieerzeugung sowie in Haushalten.

Die Luftqualität in Europa hat sich seit Einführung von EU-Luftstandards in den 1990er Jahren verbessert. Bleimissionen wurden bspw. um rund 90 Prozent verringert. Allerdings fiel in diese Zeit auch eine starke De-Industrialisierung, vor allem der osteuropäischen Wirtschaft. Jedoch ist die Luftverschmutzung in vielen Städten in ganz Europa immer noch anhaltend hoch. Laut der Analyse der EU-Umweltagentur überschreiten 61 Prozent der Städte den Richtwert der Weltgesundheitsorganisation (WHO). Jedes Jahr sterben nach WHO-Schätzungen weltweit sieben Millionen Menschen frühzeitig infolge von Luftverschmutzung. Die Verbesserung der Luftqualität ist daher weiterhin von großer Bedeutung. Im vorliegenden Beitrag werden Strategien und Maßnahmen der Europäischen Union für die Verringerung der gesundheitlichen und ökologischen Auswirkungen der Luftverschmutzung untersucht.

Die EU-Politik zur Luftreinhaltung ist ein Teil der EU-Umweltpolitik. Sie zielt darauf ab, gegen die verschiedenen Arten von Luftschadstoffen durch strengere Obergrenzen für die Schadstoffbelastung sowie durch Senkung der Emissionshöchstmengen für die einzelnen Schadstoffquellen vorzugehen. Die EU versucht über eine Reihe von Maßnahmen und Vorschriften eine Luftqualität zu erzielen, „die nicht zu signifikanten negativen Auswirkungen auf die menschliche Gesundheit und die Umwelt und deren Gefährdung führt“ (Zielvorgabe im 6. Umweltaktionsprogramm). Die EU ist auf mehreren Ebenen aktiv, um die Belastung durch Luftverschmutzung zu mindern: durch Rechtsvorschriften, durch die Zusammenarbeit mit den für die Luftverschmutzung verantwortlichen Sektoren, durch internationale, nationale und regionale Behörden und durch Forschung.

Am 4. Mai 2001 nahm die EU-Kommission eine Mitteilung zum Programm „Saubere Luft für Europa“ (CAFE – Clean Air For Europe) an und legte sie dem Rat sowie dem Europäischen Parlament zur Information und Kommentierung vor. Die Mitteilung erläuterte die bisherigen Maßnahmen der Gemeinschaft zur Verbesserung der Luftqualität in Europa, die bestehenden und zukünftigen Probleme der Luftreinhaltung sowie die geplante Strategie für eine weitere Verbesserung der Luftqualität. Das CAFE-Programm hatte folgende Ziele: Überprüfung der Umsetzung existierender Gesetzgebung sowie deren Auswirkung auf die Luftqualität; Ermittlung der neuesten Erkenntnisse im Bereich Wirkung von Schadstoffen auf Mensch und Umwelt; Vorhersage von Trends für wirtschaftliche Aktivitäten, zukünftige Emissionen und Luftstandards; Novellierung von Luftqualitätsstandards, Festlegen von Standards für „neue“ Schadstoffe; Ermittlung der jeweiligen kostenwirksamsten Strategie zum Erreichen der festgelegten Standards. Daraus wird deutlich, dass eine Verbesserung der Luftqualität im Wesentlichen über die Festlegung von Luftqualitätsstandards erfolgen sollte, und weniger über emissionsbegrenzende Maßnahmen an industriellen Anlagen [3].

Heutzutage existiert in den Staaten der Europäischen Union ein einheitliches Recht zur Beurteilung und Kontrolle der Luftqualität. Die Grundlage bildet die EU-Richtlinie 2008/50/EG des Europäischen Parlaments und des Rates vom 21. Mai 2008 über Luftqualität und saubere Luft für Europa – Luftqualitätsrichtlinie 2008/50/EG, in der fünf vorherige Regelungen zu Luftqualität zusammengefasst wurden. Ziel war es, die gesetzlichen Anforderungen und Vorschriften zu vereinfachen und die Umsetzung der Regelungen zu verbessern. Insbesondere die Implementation der Luftqualitätsmaßnahmen in den EU-Mitgliedstaaten sollte dadurch verbessert werden. In der Richtlinie wurden Grenzwerte für eine Vielzahl von Schadstoffen wie Feinstaub, Stickoxide, Schwefeloxide, Blei, Benzol, Kohlenmonoxid und Ozon definiert. Zudem wurde festgeschrieben, inwiefern diese überwacht werden sollen. Bis 2030 soll dank dieser Grenzwerte für Schadstoffe die Zahl der Todesfälle, die auf die Luftverschmutzung zurückzuführen sind, um 54 Prozent zurückgehen [1].

Durch die Umsetzung der Richtlinie in nationales Recht haben sich die EU-Mitgliedsstaaten klar zu den Zielen der europäischen Luftqualitätspolitik bekannt. Nicht zuletzt hat der Europäische Gerichtshof durch seine Rechtsprechung das Recht der Bürgerinnen und Bürger auf saubere Luft etabliert. Trotzdem wurden in unzähligen europäischen Städten die festgeschriebenen Schadstoffgrenzwerte weiterhin anhaltend verletzt.

Damit die Luftqualitätsrichtlinie 2008/50/EG in den Städten der EU-Mitgliedsstaaten endlich ankommt und die Luft tatsächlich besser wird, haben sich im Jahr 2012 neun europäische Umweltverbände im „Clean Air“-Projekt (mit der Unterstützung des Programms LIFE+ der Europäischen Kommission) zusammen-ge-tan. Projektpartner stammen aus sechs verschiedenen europäischen Ländern: Deutschland, Österreich, Dänemark, Ungarn, Slowakei und Belgien. Über Wissensvermittlung und -austausch, Good-Practice-Transfers sowie Aufklärung und gemeinsamer Lösungsentwicklung sollten Behörden, Politiker/innen, Industrie, Öffentlichkeit und Wissenschaft zusammengebracht und befähigt werden, effektive Maßnahmen zur Luftverbesserung einzuführen. Dazu setzten die Projektpartner jeweils ein oder mehrere Teilprojekte um. Deren Gesamtheit sollte das Bewusstsein unter Entscheidungsträger/innen für die Problematik schlechter Luft steigern und ihnen die entsprechenden Lösungsansätze mitliefern.

Am 18. Dezember 2013 wurde von der EU-Kommission das Maßnahmenpaket für saubere Luft veröffentlicht, dessen Umsetzung nicht nur zu einer besseren Luftqualität für alle EU-Bürger, sondern auch zu geringeren Gesundheitsfürsorgekosten für die Regierungen führen sollte. Das Paket setzt sich aus mehreren Teilen zusammen. Dazu gehören: 1) ein neues Programm „Saubere Luft für Europa“ mit Maßnahmen zur Senkung der

Luftverschmutzung, mit Schwerpunkt auf der Verbesserung der Luftqualität in Städten, der Förderung von Forschung und Innovation sowie der Förderung der internationalen Zusammenarbeit; 2) eine überarbeitete Richtlinie über nationale Emissionshöchstmengen mit strengeren nationalen Emissionshöchstmengen für die sechs wichtigsten Schadstoffe; 3) ein Vorschlag für eine neue Richtlinie zur Verringerung der Verschmutzung durch mittelgroße Feuerungsanlagen, wie z. B. Kraftwerke für Straßenblöcke oder große Gebäude sowie kleine Industrieanlagen; 4) ein Vorschlag zur Annahme der geänderten internationalen Regelung über weiträumige grenzüberschreitende Luftverunreinigung (Göteborg-Protokoll) auf EU-Ebene.

Die vorgeschlagene Strategie enthält Zielvorgaben für die Verringerung der gesundheitlichen und ökologischen Auswirkungen der Luftverschmutzung bis 2030: Durch das Maßnahmenpaket zur Luftqualität sollen bis 2030 schätzungsweise 58 000 vorzeitige Todesfälle vermieden werden, 123 000 km² von Ökosystemen vor übermäßiger Stickstoffbelastung bewahrt werden, 56 000 m² von Natura-2000-Schutzgebiete vor übermäßiger Stickstoffbelastung bewahrt werden, 19 000 km² von Waldökosystemen vor der Versauerung bewahrt werden [2].

Die Vorschläge bringen auch Vorteile für die Industrie mit sich, da die Maßnahmen zur Verringerung der Luftverschmutzung die Innovation fördern und die Wettbewerbsfähigkeit der EU im Bereich der grünen Technologien steigern sollten.

Eine Säule der europäischen Luftreinhaltepolitik ist auch sogenannte NEC-Richtlinie – Nationale Emissionsminderungsziele. Im Dezember 2016 wurde die neue NEC-Richtlinie verabschiedet mit nationalen Reduktionsverpflichtungen für unterschiedliche Luftschadstoffe für den Zeitraum 2020 bis 2029 sowie die Jahre ab 2030, für die nochmals deutlich größere Reduktionen vorgesehen sind. Vor allem die Feinstaubbelastung (PM_{2.5}) soll damit bis 2030 deutlich reduziert werden. Die neue EU-Richtlinie 2016/2284 hebt die bisherige Richtlinie 2001/81/EG auf.

Die Umsetzung verschiedener EU-Richtlinien, die sich mit Emissionen in die Luft und mit der Luftqualität beschäftigen, unterstützt die Europäische Umwelt-agentur (EUA), das Datenzentrum für Luftverschmutzung der EU. Sie leistet auch Beiträge zur Bewertung der EU-Politik, zur Bekämpfung der Luftverschmutzung und zur Entwicklung der langfristigen Strategien zur Verbesserung der Luftqualität in Europa. Die Tätigkeit der EUA konzentriert sich auf:

- die Veröffentlichung von Daten zur Luftverschmutzung,
- die Dokumentation und Bewertung von Tendenzen im Bereich der Luftverschmutzung sowie damit zusammenhängende Strategien und Maßnahmen in Europa,

– die Untersuchung von Kompromissen und Synergien zwischen Luftverschmutzung und der jeweiligen Politik in verschiedenen Bereichen, darunter Klimawandel, Energie, Verkehr und Industrie.

Zum Schluss muss betont werden, dass die Umsetzung der EU-Richtlinien und Programmen für die Verbesserung der Luftqualität ist ein langfristiger Prozess, der ein stetes Arbeiten erfordert. Die gesundheitliche Belastung durch Schadstoffe in der Luft ist nicht so spürbar, dass das Bewusstsein in der Bevölkerung und der Politik automatisch hoch ist. Daher braucht die EU solche Projekte wie „Clean Air“ und die darin engagierten Organisationen, die sich an den richtigen Stellen für eine aktive Luftreinhaltepolitik engagieren, sowie die Bevölkerung aufklären und konsequent Druck auf die politischen Entscheider/innen ausüben.

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В статье анализируются стратегии Евросоюза по борьбе с загрязнением атмосферного воздуха и меры по улучшению его качества. Приводятся примеры законодательных документов и директив европейского сообщества по вопросу защиты атмосферы от вредных выбросов.

К содержанию

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SPEZIFIK DER INTERKULTURELLEN AUSBILDUNG IN DEUTSCHLAND UND BELARUS

Das Problem der interkulturellen Kommunikation von Ländern und Völkern war in allen Zeiten und in allen Bereichen der Wirtschaft, Politik, Wissenschaft, Kultur, des Sports und der Medizin aktuell. Viele Staaten sind heute multinational, viele Völker und Kulturen leben und wirken zusammen. Erfolgreiche Kommunikation und Zusammenarbeit in der heutigen globalisierten Gesellschaft erfordert umfassende interkulturelle Kompetenzen. Um qualifizierte Führungskräfte und Mitarbeiter für die Arbeit im In- und Ausland einzustellen, ist eine Ausbildung in diesem Bereich notwendig. Der Zweck dieses Artikels ist die Besonderheiten der interkulturellen Ausbildung in der BRD und in der Republik Belarus zu betrachten.

Ursprünglich stammt die interkulturelle Kommunikation als wissenschaftliche Disziplin aus den Vereinigten Staaten. Einige Jahre später veröffentlichte Edward Hall „The Silent Language“, in dem er die Theorie aufstellte, dass es eine enge Beziehung zwischen Kommunikation und Kultur gibt. Er kam zu dem Schluss, dass es notwendig ist, Kultur zu studieren und zu lehren und damit interkulturelle Kommunikation als wissenschaftliche Disziplin zu entwickeln [3].

Auch in Europa besteht das Interesse an der Erforschung interkultureller Kommunikation. Das war direkt mit der damaligen Migrationspolitik verbunden. Nach dem Ende des Zweiten Weltkriegs zog Deutschland Arbeitsmigranten an, um die Wirtschaft zu verbessern. Viele von ihnen blieben nach Beendigung des Arbeitsvertrags in Deutschland und zogen ihre Familien dorthin mit. Viele Migrantenkinder hatten Anpassungsprobleme in der Schule, da sie die Besonderheiten der deutschen Kultur und der deutschen Sprache nicht gut kannten. Deshalb hat die Bundesregierung für solche Kinder Deutsch- und Kulturunterricht eingeführt. Darüber hinaus entstand die Idee, interkulturelle Ausbildung nicht nur für Migrantenkinder, sondern auch für die lokale Bevölkerung zu fördern. Interkulturelle Ausbildung war notwendig, um die Risiken interkultureller Konflikte zu verringern und die Anpassung von Migranten zu erleichtern. So entstanden in Deutschland die ersten speziellen Einrichtungen, die sich mit den Problemen der interkulturellen Ausbildung befassten [1].

Derzeit beginnt interkulturelle Ausbildung in Deutschland bereits im Kindergarten. Kleine Kinder werden gelehrt, die Unterschiede und Ähnlichkeiten zwischen ihrer einheimischen Kultur und fremden Kulturen zu erkennen. Außerdem werden den Kindern die Werte der eigenen und der fremden Kultur beigebracht. In der Regel sehen Kinder dazwischen in einem so frühen Alter keinen großen Unterschied. Aber gerade ein so junges Alter wird von Wissenschaftlern als das produktivste angesehen, besonders für die interkulturelle Bildung. Migrantenkinder im Umgang mit kleinen Deutschen lernen die deutsche Sprache, sowie deutsche Kinder im gemeinsamen Spiel mit Migrantenkindern erlernen andere Sprachen. Dafür nutzen Lehrer und Erzieher Tanzen, Zeichnen, Singen, Theateraufführungen, Lesen, Geschichten und Märchen verschiedener Völker.

Die nächste Stufe der interkulturellen Ausbildung und Erziehung in Deutschland ist die interkulturelle Bildung in der Schule. Damit Kinder ihr Potenzial und ihre interkulturelle Kompetenz sowie für ihr späteres Berufsleben notwendigen Fähigkeiten entwickeln können, ist eine umfassende Bildung sehr wichtig. Die Ministerien und Ämter der Bundesländer betreuen die interkulturelle Ausbildung und Erziehung in den Schulen. Darüber hinaus entwickeln viele Bundesländer Strategien zur Erhöhung des Anteils von Lehrkräften ausländischer Herkunft an den Schulen, um einen effektiveren Umgang mit fremden Kulturen zu gewährleisten.

Für Schüler wird das Studium der praktischen Aspekte der interkulturellen Kommunikation eingeführt, und zwar interkulturelle Spiele und Trainings, Seminare in Form einer Diskussion. Darüber hinaus gibt es viele Austauschprogramme zwischen Schulen in Deutschland und anderen Ländern.

Die nächste wichtige Stufe interkultureller Ausbildung in Deutschland ist das Studium an Universitäten oder Fachhochschulen. Studierende haben Alternative zum Studium der interkulturellen Kommunikation – als Haupt- oder Zusatzfach. Mit der Wahl der Interkulturelle Kommunikation als Hauptfach beginnen die Studierenden ein vertieftes Studium der Disziplin, das später in der Magistratur- und Aspirantur fortgesetzt werden kann. Gleichzeitig hat der Modul Interkulturelle Kommunikation an den meisten Universitäten seine eigenen Besonderheiten. An der Friedrich Schiller Universität in Jena beispielweise beschäftigen sich Studierende mit Betriebswirtschaftslehre und wirtschaftsinterkultureller Kommunikation. An der Universität Düsseldorf liegt die Aufmerksamkeit auf dem praktischen Aspekt der interkulturellen Kommunikation. Die Universitäten in Köln und Chemnitz konzentrieren sich auf die Erforschung von Migrationsfragen.

Studierende, die Interkulturelle Kommunikation als Zusatzfach studieren, achten auf Aspekte, die für sie wichtig sind. Die interkulturelle Kommunikation ist für Studierende technischer und medizinischer Fachrichtungen beispielweise

auch wichtig. Der zentrale Aspekt der interkulturellen Bildung für solche Studenten ist das Erlernen von Fremdsprachen sowie das Studium der Besonderheiten des Zusammenhangs mit Vertretern anderer Kulturen – vielleicht ihren zukünftigen Kollegen, Arbeitgebern oder Patienten. Jeder Student kann kostenlos an Seminaren und Trainings zur interkulturellen Kommunikation teilnehmen, unabhängig davon, ob er dieses Fach studiert oder nicht.

In der Republik Belarus ist das Problem der interkulturellen Ausbildung unter der Bedingung von Entwicklung der nationalen und religiösen Vielfalt der modernen belarussischen Gesellschaft auch aktuell. Im Bildungsprozess der Kindergärten werden Vorstellungen über die Vielfalt der Kulturen und deren Beziehungen gebildet, ein respektvoller Umgang mit kulturellen Unterschieden gefördert, Fähigkeiten und Fertigkeiten zum Umgang mit Vertretern verschiedener Kulturen auf Grund von Toleranz entwickelt.

Es sei darauf hingewiesen, dass der Staat den Bürgern der Republik Belarus, die sich als nationale Minderheiten betrachten, gleiche politische, wirtschaftliche und soziale Rechte und Freiheiten garantiert, so z. B. das Recht auf staatliche Unterstützung bei der Entwicklung der nationalen Kultur und Bildung; das Recht, seine Muttersprache zu verwenden; das Recht, die Kommunikationssprache zu wählen; das Recht auf freie Wahl der Sprache der allgemeinen und beruflichen Bildung.

In Kindergärten können auf Wunsch der Eltern und auf Beschluss der örtlichen Behörden die Gruppen gegründet werden, in denen Bildung und Erziehung in der Minderheitssprache durchgeführt werden oder die Sprache der nationalen Minderheit studiert wird. In der Republik Belarus gibt es Gruppen, deren Bildungsprozess in Litauisch, Polnisch und anderen Sprachen durchgeführt wird [2].

Eine Integration in den globalen Wirtschaftsraum ist ohne Kenntnisse der Weltsprachen nicht möglich. Um die Möglichkeiten jedes Schülers zu erweitern, bieten Schulen Fremdsprachenunterricht an. Dazu wurde eine wissenschaftliche und methodische Unterstützung entwickelt und ein entsprechender multikultureller Bildungsraum geschaffen.

Die interkulturelle Ausbildung zeigt sich vor allem an Universitäten. In der Hochschulausbildung werden internationale Veranstaltungen aktiv durchgeführt, Kontakte zwischen Universitäten geknüpft, Lehr- und Studentenaustausche organisiert. Schüler, Studenten und Lehrkräfte bekommen die Erfahrung interkulturelles Zusammenwirkens, das während des Austausches, der Organisation von Freiwilligenaktivitäten, des Zusammenlebens junger Menschen aus verschiedenen Ländern in Sommercamps und Arbeitsgemeinschaften aufgebaut wird.

Öffentliche Organisationen, die auf dem Territorium von Belarus tätig sind, machen viel für die Entwicklung der interkulturellen Ausbildung. Die

internationalen Organisationen HFVN (Hoher Flüchtlingskommissar der Vereinten Nationen) und UNESCO leisten dazu einen großen Beitrag. Es gab viele Vorlesungen, Seminare, Präsentationen. Jetzt arbeitet die Republik Belarus hauptsächlich mit Nachbarländern zusammen, was jedoch die Möglichkeiten zur Bildung interkultureller Ausbildung und einer toleranten Haltung gegenüber anderen Nationen nicht verhindert.

So zusammenfassend kann man sagen, dass die wirtschaftlich stabilen Länder der Welt, einschließlich Deutschland und Belarus, aktiv interkulturelles Zusammenhänge entwickeln. Die erfolgreiche Umsetzung dieses Ziels erfordert nicht nur die Bildung von Toleranz, sondern auch ein tiefes Verständnis für andere Kulturen. Deshalb musste in der modernen Welt die interkulturelle Ausbildung eine Priorität sein. In der Zukunft muss man mehr Methoden zur Realisierung interkultureller Ausbildung entwickeln und Kontakte zu Partnerländern knüpfen, um Erfahrungen erfolgreich auszutauschen und einen gemeinsamen Beitrag zur Weltbildung zu leisten.

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В статье рассматривается специфика межкультурного образования в Германии и Беларуси. Принципом межкультурного образования является создание равных для всех этносов возможностей реализации культурных потребностей и привлечение молодежи к ценностям других стран. Успешное сотрудничество в современном глобализированном обществе требует межкультурных навыков. Политика обеих стран нацелена на их развитие в течение всего образовательного процесса.

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RAISING SELF-AWARENESS THROUGH THE POWER OF NATURE

Nowadays, an increasing number of us are becoming more environmentally conscious and looking for ways we can help younger generations to appreciate the outdoors activities and natural environments. There is also an increasing awareness of the importance of understanding well-being and self-development from the young age. One way this has become apparent is through the development and uptake of Forest Schools (kindergarten). A considerable number of people have become interested in this learning style over the past few years.

The vision of Forest School is to enable each participant to have the opportunity to develop themselves in an inquisitive manner and have a positive relationship with the natural world. Forest School places an emphasis on self-reflection, which equips learners with emotional and social skills that can stay with them into adulthood and permeate into other areas of their life [1].

Forest Schools are nurturing children in a family environment rather than grouping them by age or ability. A mixed-age group is a fulfilling and sensitive environment that adopts a healthy approach to learning. There are many benefits for children learning with and from their peers in mixed-age groups. This approach helps children foster relationships with peers of all ages [2].

Current research has revealed that children develop significantly from being around older children, especially when it comes to play and communication. Older children will build leadership, self-esteem, and empathy when given the opportunity and responsibility to nurture others. They strengthen acquired skills and knowledge through the process of tutoring others. Studies have also shown how children in small multi-age groups often demonstrate less competitive behaviour and greater displays of helpfulness.

Forest Schools give children the time, space and freedom to play, whilst immersed in their natural environment.

Children gain respect for nature through lots of small interactions and noticing the changes around them over the seasons. Giving children the opportunity to appreciate the wider world of nature encourages responsibility for nature conservation in their future life. To give an example, they recycle their kitchen leftovers, and when they turn into soil, they use the resulting substance to plant new vegetables, herbs, and flowers.

Growing herbs and vegetables allows children to show and nurture such qualities as awareness and responsibility. An illustrative example can illustrate the proverb “what you sow is what you reap”. Natural outdoor spaces create a relaxed and unrestrained environment that promotes inclusive learning. Currently, it has been scientifically proven that the benefits of immersing children in nature in a natural forest environment have a positive effect on their well-being. Young children are stimulated by multi-sensory experiences in the fresh air, and, as a rule, over time their self-belief and self-confidence become apparent, along with an improvement in their enthusiasm and learning ability, communication and problem-solving skills, as well as overall emotional well-being.

At Forest Schools, children are physically active for a lot of the time, which builds strength, stamina and dexterity. Being outdoors reduces the frequency of childhood illnesses and at the same time helps to strengthen their immune system. As children gain confidence and self-esteem, this improves their emotional and mental well-being too.

The ‘wild’, but controlled and safe environment of Forest Schools enables children to naturally assess risk and make sensible and informed decisions about how to deal with unfamiliar and unpredictable situations (such as exploring, climbing trees, or building dens). Much of the learning comes from the opportunities they have to test their own abilities in real life situations – skills that are invaluable at school and in later life. There will be bumps, bruises and scrapes along the way and it is this feedback that provides children with the necessary skills to manage risk throughout their adult life [3].

Forest School has an emphasis on learning through play, where children have the freedom to try things out. Practitioners suggest playful, meaningful activities, which nurture the instinctive human ability to learn through overcoming a risk, challenge or problem. Children may also be taught how to safely use tools like knives and axes for whittling or chopping wood, and how to light and safely be around campfires.

Forest Schools provides children with space, time, and freedom to learn in their own way, at their own pace. Therefore, it inspires them to be motivated and curious to learn. When coupled with the resilience to learn from mistakes and confidence to work independently or as part of a group, children are equipped with all the skills they need for enjoying learning and for starting normal school.

Nature creates awe and wonder, it sparks curiosity and motivation to learn in a unique and holistic way. This inclusive approach is developed using the natural elements, taking into account the changing seasons, and nurtures resilience, resourcefulness, responsibility, resolution, and reflection. It enriches children with a positive sense of well-being and a set of personal, social, and

emotional skills needed to grow into independent and confident individuals with a passion for life. It is nature's gift to children!

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Описаны особенности организованного в Дании детского сада, в котором обучение осуществляется неразрывно с экологическим воспитанием. У детей не только развиваются все базовые умения, но и формируется понимание заботы об окружающей среде и друг о друге. Пребывание в таком образовательном пространстве позволяет ребенку приобрести навыки и умения, необходимые в дальнейшей жизни, приобщает к осознанному потреблению экологически чистой пищи, учит терпению и ответственности.

К содержанию

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EL DESARROLLO DE LAS RELACIONES BILATERALES ENTRE LA INDIA Y BIELORRUSIA: MEDIDAS PRÁCTICAS

Hasta ahora ha quedado obvio que el desarrollo de las relaciones bilaterales entre Bielorrusia y la India tiene una base sólida. Esto se refleja en una posición activa sobre las cuestiones más complejas de las relaciones internacionales así como en el apoyo mutuo en las plataformas para dialogar a nivel global, tales como la ONU o conferencias del Movimiento de Países No Alineados. Complementando a eso, la India, tras haber recorrido un largo camino hacia su propia soberanía, fue uno de los primeros países en reconocer al joven Estado bielorruso como participante equitativo en los procesos internacionales en 1991. De ahí ambos se convirtieron en los fieles aliados en las vicisitudes de la política mundial moderna, a lo que contribuyeron todos los factores anteriormente expresados.

Al obtener la independencia Bielorrusia, las relaciones entre los dos Estados se han desarrollado exclusivamente en aumento. Por lo tanto, como señaló

acertadamente ya en 2021 el Presidente de Belarús, Alexander Lukashenko, en una reunión con la ex-Embajadora Extraordinaria y Plenipotenciaria de la India, Sangeeta Bahadur, “ha llegado el momento en que pasaremos a la etapa de las relaciones cuando merezca la pena... hacer un gran avance en nuestra cooperación” [1]. En estos términos vamos a examinar qué pasos pueden ser tomados para cumplir aquella solicitud; es decir que medidas prácticas se pueden llevar a cabo para empujar el desarrollo de las relaciones bilaterales.

La experiencia empírica adquirida hasta la fecha en el desarrollo de asociaciones de integración y asociaciones estratégicas en todo el mundo demuestra que el establecimiento de vínculos estrechos entre los Estados no puede considerarse aisladamente de la cultura. Pese a una opinión común que la economía tiene prioridad en el mundo post-bipolar, debería calificarse como una superestructura sobre una base cultural sólida. Todavía el acercamiento de las culturas de los pueblos y su conciencia de la reducción de las diferencias culturales constituyen lo que puede convertirse en un incentivo verdaderamente eficaz para activar la cooperación política y socioeconómica entre los países. En el marco de las relaciones entre la India y Belarús, donde ya se ha establecido una asociación bastante estrecha en diferentes ámbitos, la expansión continua de los vínculos culturales será el paso más adecuado para transferir las relaciones bilaterales a un nivel cualitativamente nuevo.

Sin embargo, no debemos olvidarnos de que en el siglo XXI las realidades sociales han experimentado cambios significativos. A la luz de esto, los métodos clásicos de fortalecer la interpenetración cultural ya no parecen los más relevantes. Además, la época de COVID-19 ha puesto en primer plano la interacción digital. Por ende se cree que en este momento la creación de un espacio digital común cultural y de información será una respuesta adecuada a la necesidad objetiva de mejorar las relaciones entre la India y Belarús. En este espacio, los agentes estatales y no estatales dispondrán de una plataforma de intercambio cultural, informativo, científico y técnico recíproco. Desde festivales de folclore hasta conferencias científicas y prácticas que se celebran en línea, desde cursos en la web sobre el hindi y el bielorruso con diplomas mutuamente reconocidos hasta un portal de noticias conjunto y televisión, y así sucesivamente.

La creación de un entorno digital común, al estimar, será un hito no sólo para las relaciones bilaterales, sino también a escala mundial. El proceso de formación de un marco jurídico para este tipo de cooperación permitirá a la comunidad internacional utilizar la experiencia de las relaciones entre la India y Belarús para desarrollar las mismas ramas de interacción y, de esta manera, fortalecer los vínculos interculturales cuando se hayan roto los suyos por diversas razones. Consolidando la soberanía digital y la neutralidad de los Estados, estas tendencias también parecen particularmente relevantes a la luz de

la iniciativa bielorrusa de “cinturón de vecindad digital” [2], que ahora puede tocar a más Estados que nunca.

Un paso vital hacia la formación del espacio digital India-Bielorrusia será la elaboración de su código ético. Resultará sobre todo relevante ya que ahora la cuestión de la ética en el entorno digital es extremadamente aguda incluso a nivel de la ONU. Las acciones prudentes de la India y Bielorrusia para formalizar el código ético para su entorno digital contribuirán a la implementación de la Hoja de Ruta del Secretario General de las Naciones Unidas para la Cooperación Digital hasta 2030 [3]. Asimismo, esto confirmará una vez más la reputación de ambos Estados como sujetos constructivos y activos en el sistema de relaciones internacionales.

Desarrollando la controversia sobre las Naciones Unidas, las relaciones entre la India y Belarús no deben limitarse al formato bilateral. Hasta la fecha, también existe una base representativa para fortalecer la cooperación en las instituciones multilaterales. La India y Belarús son miembros importantes del Movimiento de los Países No Alineados y comparten una posición similar sobre cuestiones clave, como el mantenimiento de la paz y la seguridad internacionales, el respeto de los derechos humanos y el desarrollo sostenible. Se ve un mayor fortalecimiento de las relaciones en la promoción de valores e ideas comunes durante el proceso de renovación y revitalización del orden mundial actual. Esto puede reflejarse más plenamente en la cooperación sobre la reforma de las Naciones Unidas. Ya se han establecido importantes requisitos previos para el desarrollo de la asociación la India-Belarús sobre el terreno, desde el carácter común de los principios fundamentales de la aplicación de la reforma (inclusión, transparencia, no discriminación, respeto mutuo) hasta la posibilidad de incorporar el innovador proyecto indio KHEL y el programa de la Fundación OSCAR (integración de niños de familias desfavorecidas en la sociedad a través del deporte) en la iniciativa bielorrusa “Ayudar a las generaciones futuras a prosperar” (lucha contra la degradación social de los jóvenes) [4].

Resumiendo todo lo expuesto, se puede llegar a conclusión que hasta ahora las relaciones bilaterales entre la India y Bielorrusia se han llegado a un nivel suficientemente alto. No obstante, la situación actual global les exige que se haga un paso firme hacia adelante lo que daría incluso más peso a estas relaciones en el contexto mundial. Eso es lo hemos intentado hacer con ese papel científico al presentar nuestra visión del desarrollo venidero de la cooperación entre ambas partes.

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В статье предлагаются практические шаги по укреплению белорусско-индийских двусторонних отношений. Автором обосновывается целесообразность создания общего информационно-культурного пространства, а также усиления сотрудничества в рамках ООН, в частности по проблеме реформирования организации.

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ALIANZAS ESTRATÉGICAS INTERNACIONALES: ESENCIA, TIPOS Y MOTIVOS PARA ESTABLECERLAS

La situación económica actual impone a las empresas la necesidad de responder constantemente a los cambios del entorno exterior. Cuando se trata de gestión estratégica, las alianzas son la solución más atractiva y prometedora que se ha hecho popular en los últimos años. Su desarrollo activo en los últimos diez o quince años puede considerarse uno de los fenómenos más visibles de nuestro tiempo.

El propósito de este artículo, por tanto, es examinar los tipos de alianzas estratégicas internacionales y sus motivaciones.

Debido a la reducción de los ciclos de vida de los productos, la necesidad de nuevas competencias y recursos y la globalización de los mercados, las empresas dependen cada vez más de socios externos para reforzar su base de recursos, gestionar la incertidumbre medioambiental, acceder a los mercados extranjeros y mejorar su competitividad.

Las alianzas se han convertido en una parte integral de la vida económica moderna porque tienen muchas ventajas significativas: el proceso de

cooperación es menos costoso que las fusiones o adquisiciones; supone menos tensión financiera para a empresa; estos acuerdos son menos visibles para la sociedad; no se establecen límites legales claros, por lo que se puede reducir la presión de las autoridades de la competencia.

Una alianza estratégica internacional es un acuerdo entre dos o más empresas independientes para alcanzar un objetivo empresarial. En este caso, las empresas siguen siendo jurídicamente independientes tras la formación de la alianza y la relación entre ellas es relativamente fuerte.

Las alianzas estratégicas internacionales se clasifican según diferentes criterios. En primer lugar, según el tipo de cooperación, las alianzas estratégicas internacionales pueden dividirse en: licencias, franquicias, servicios de gestión, compras, I+D, fabricación, márketing y otros. Una alianza estratégica internacional puede dedicarse a un tipo de actividad o a una combinación de tipos.

En segundo lugar, dependiendo del número de socios, una alianza estratégica internacional puede ser bilateral o multilateral. La literatura existente sobre las alianzas estratégicas internacionales se centra principalmente en las alianzas bilaterales.

En tercer lugar, teniendo en cuenta la nacionalidad, una alianza estratégica internacional puede definirse en términos generales como un acuerdo de cooperación entre empresas, una de las cuales tiene su sede fuera del país en el que se celebra la alianza; por lo tanto, una alianza estratégica internacional puede clasificarse como una alianza “de origen” o “de terceros”. La mayoría de los estudios existentes se centran en las alianzas estratégicas internacionales formadas entre una empresa extranjera y una local.

En cuarto lugar, sobre la base de la atracción de inversiones de capital, las alianzas estratégicas internacionales pueden dividirse en alianzas no basadas en el capital y alianzas basadas en el capital. Las alianzas estratégicas internacionales no basadas en el capital también se denominan alianzas contractuales, mientras que las basadas en el capital suelen denominarse empresas conjuntas internacionales.

Las alianzas estratégicas internacionales pueden ser suscritas por empresas del mismo o de diferentes sectores. Su tipología viene determinada por la naturaleza de su interacción.

En la mayoría de los casos, las alianzas entre empresas del mismo sector implican alianzas entre empresas competidoras. Este tipo incluye las alianzas estratégicas entre las empresas multinacionales (EMN) que operan en la misma industria. El consumidor es el que sale perdiendo en estas alianzas estratégicas. Un ejemplo de esta alianza estratégica es el acuerdo entre Microsoft y la canadiense Corel Corp. El trabajo conjunto tenía como objetivo la cooperación en el desarrollo de productos de software de imagen, sin excluir la competencia en otros aspectos de la interacción en el mercado.

La decisión de cooperar en forma de alianza estratégica internacional varía según las empresas. Las motivaciones para su establecimiento, en función de los objetivos de las empresas, son las siguientes:

- lograr economías de escala;
- compartir la capacidad de producción;
- unir fuerzas en la producción de componentes o el montaje de productos finales;
- reducir los riesgos de las actividades;
- acceder a un mercado en el que ya existen estructuras de mercado establecidas y una determinada mentalidad, promocionando los productos de los demás;
- desarrollo y producción conjunta de productos técnicamente complejos (comunicaciones, ordenadores, aviones, etc.);
- transferencia de tecnología, conocimientos y know-how, investigación y formación conjuntas.

La empresa moderna necesita ser líder no sólo en sus mercados tradicionales, sino también aprovechar su potencial en los mercados innovadores para mantener y aumentar su ventaja competitiva. En este contexto, cabe destacar la posición de C. Dyatlov y A. Karlik, que “el principal factor de victoria en la moderna lucha competitiva intensificada es superar las innovaciones dominantes y los nuevos métodos de conducción de la lucha hipercompetitiva” [1].

Sin embargo, la interacción de las empresas en el marco de la alianza no siempre se hace pública. Las partes no pueden revelar los acuerdos alcanzados con los competidores y otros agentes del mercado para mantener la confidencialidad. El seguimiento de la estructura y otros aspectos de la alianza puede ser una parte importante de su éxito. Muchos actores económicos se abstienen de revelar información sobre una alianza estratégica cuando se forma. Puede haber muchas razones para negarse a proporcionar información pública sobre el establecimiento de una alianza.

Los negocios internacionales son inherentemente antagónicos a cualquier forma de interacción política. La inclusión en los procesos productivos internacionales bajo el formato de alianzas estratégicas en ciertas partes del mundo está directamente relacionada con la necesidad de mostrar lealtad política y de superar las limitaciones de hacer negocios cuando los actores económicos deben rendir cuentas e incluso negociar algunas de sus actividades económicas. Por ello, a menudo se justifica la no divulgación de información sobre cooperación por parte de las empresas. Además, las políticas de no divulgación de la innovación pueden eliminar el riesgo de filtración de los secretos tecnológicos de la producción.

Los investigadores también señalan que las alianzas estratégicas también presentan riesgos potenciales, como la falta de control suficiente, el riesgo de un desarrollo desigual de los socios, la dificultad de los precios de los socios para planificar las posibles sinergias y varios otros.

Los hechos mencionados hacen necesario identificar los criterios que desempeñan un papel decisivo en la elección de la empresa asociada. La elección de un socio adecuado es uno de los factores más influyentes en el éxito de la alianza, ya que se ha dicho que es una causa común de fracaso [2, p. 611].

El estudio de los economistas extranjeros sugiere dos categorías de criterios que deben tenerse en cuenta a la hora de seleccionar a los socios de la alianza: la primera categoría está relacionada con la actividad y la capacidad empresarial, y la segunda con la personalidad del empresario o socio. En cuanto al primer criterio, Thompson (1967) fue uno de los primeros en afirmar que la complementariedad de los recursos es uno de los aspectos más importantes en la selección de socios. Los socios deben tener experiencia previa de cooperación, ya que la alianza produce un efecto de aprendizaje. Otros aspectos relacionados con la actividad y/o la capacidad son el conocimiento de las condiciones del mercado y del entorno. Para este último, es decir, el criterio relacionado con el empresario o socio, una característica destacada es la presencia de empleados de confianza, junto con la profesionalidad, la honestidad y el sentido de la responsabilidad [3].

Además, diversos factores, variables e indicadores determinan el éxito de una alianza: la confianza y el compromiso, el control y el poder, la cultura interempresarial, la compatibilidad, las características de los socios y las políticas gubernamentales.

En consecuencia, existen muchos tipos de alianzas estratégicas internacionales, divididas por el tipo de cooperación, el número de socios, la nacionalidad de los participantes y la atracción de inversiones en forma de compra de acciones.

Al mismo tiempo, cada empresa debe tener objetivos compatibles y coincidentes, cada empresa debe tener acceso a los recursos del socio y, por último, para cada socio, la alianza estratégica debe representar una importante oportunidad de aprendizaje.

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Актуальность данной темы обусловлена тем, что перед любой компанией в определенный момент встает вопрос о необходимости сосуществовать на рынке, сталкиваясь с конкурентами, и привлекать дополнительные инвестиции. Заключение международных стратегических альянсов является одним из способов решить данные проблемы. В статье автор демонстрирует виды и мотивы такого сотрудничества у международных компаний.

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TERRORISMUS ALS GLOBALES PROBLEM DER MENSCHHEIT

In der modernen Welt gibt es viele globale Probleme: globale Erwärmung, drohender Hunger, Wasser- und Landverschmutzung. Aufgrund der komplexen moralischen und ethischen Fragestellungen hat die Terrorismusproblematik einen besonderen Stellenwert und ist Gegenstand vieler wissenschaftlicher Arbeiten. Das Ziel des Artikels ist die Analyse des Einflusses des Terrorismus auf die politische und soziale Situation in der Welt.

Terrorismus trägt viele Gesichter: Er ist einerseits eine Form der Kriminalität, zugleich ein politischer Akt. Terrorismus ist eine zweifellos brutale Form der Kommunikation, ein Zwangsmittel, und er ist ein Etikett, das verfeindete Akteure sich gegenseitig anheften, um sich zu diskreditieren. Seit dem September 2001 ist er auch noch eine neue Rechtfertigung für Krieg, indem er selbst als Krieg bezeichnet wird. In diesem Dschungel sich überlappender und widersprechender Begriffsaspekte ist es schwer, überhaupt eine einigermaßen präzise Definition von „Terrorismus“ zu finden, die nicht bereits die politischen Absichten und Parteilichkeit enthält. Als in den 80er Jahren der damalige US-Präsident Ronald Reagan bereits einmal einen „Krieg gegen den Terrorismus“ verkündete, wusste er: „Des Einen Terroristen sind des Anderen Freiheitskämpfer“.

Aus den USA stammt auch einer der definatorischen Fixpunkte der Begrifflichkeiten. Das US-Außenministerium definiert „Terrorismus“ u. a. als „vorsätzliche politische Gewaltakte gegen Nicht-Kämpfer („noncombatant“) durch nicht-staatliche Gruppen oder Geheimagenten“. Diese Definition enthält zwar Mängel, verbindet aber drei Schlüsselaspekte: dass Terrorismus nämlich sowohl a) gewaltsam als auch b) politisch ist, und c) gegen Nicht-Kombattanten

ausgeübt wird. Damit befindet man sich, soweit überhaupt möglich, auf festem Grund der Begriffsverwendung. Mit Hilfe dieser Definition lässt sich beispielsweise feststellen, dass die Angriffe auf das World Trade Center des September 2001 zweifelsfrei terroristischen Charakter trugen, während beispielsweise die Zerstörung der militärischen Hauptquartiere der USA und anderer Staaten im Libanon 1983 durch Autobomben (oft als klassische Terrorakte bezeichnet) gerade keinen Terrorismus darstellte, sondern militärische Angriffe mit unkonventionellen Mitteln.

Das Problem dieser Definition besteht allerdings in der Einschränkung der Akteure auf „nicht-staatliche Gruppen oder Geheimagenten“.

Terrorismus, soweit seine Taten nicht primär aus einer situativen Emotionalisierung entspringen, zielt auf politische Wirkung. Würde er für wirkungslos gehalten, gäbe es ihn kaum noch, nämlich nur in Form spontaner Ausbrüche. Als politisches Kampfmittel macht Terrorismus nur Sinn, wenn er wirkt. Eine solche Wirkung kann allerdings auf sehr unterschiedliche Bereiche zielen: Er kann konkrete materielle Objekte zerstören, etwa Infrastruktur, um wirtschaftlichen Schaden hervorzurufen. Er kann eine stärker psychologische Wirkung anstreben, indem beispielsweise Symbole der Macht angegriffen, beschädigt oder diskreditiert werden. Terrorismus zielt in anderen Fällen auf die Tötung von Personen, um den politischen Gegner zu schwächen oder aktionsunfähig zu machen. Die Wirkungsmechanismen sind dabei jeweils unterschiedlich, obwohl sie letztlich alle darauf angelegt sind, durch Schädigung politischer Kontrahenten deren Handlungsfähigkeiten oder Ressourcen zu beeinträchtigen. Meist ist es allerdings so, dass die Wirkung letztlich politisch-psychologisch eintritt, und materielle Zerstörungen nur instrumentell sind. Dabei kann das Wirkungsmuster beispielsweise darin bestehen, einen übermächtigen Gegner als angreifbar oder schwach erscheinen zu lassen, ihn zu provozieren oder zu verunsichern, oder einen Gegner einzuschüchtern und so zu lähmen. Die jeweiligen Mittel und Angriffsziele werden danach gewählt, welche Wirkungen angestrebt werden.

Die Ursachen des Terrorismus sind vielfältig. Terrorismus an sich ist keine attraktive politische Option, die sich immer anböte oder von breiteren Kreisen leichtfertig gewählt würde. Dazu sind die Nachteile zu groß: er ist oft mit hohem persönlichen Risiko verbunden, wird in der Regel von den meisten Menschen abgelehnt, erfordert (ab einem bestimmten Niveau der Planung und Organisation) signifikante Geldmittel und Infrastruktur, und der Ausstieg aus einer terroristischen Karriere ist oft schwierig oder unmöglich. Dies alles gilt für den nicht-staatlichen Terrorismus in noch stärkerem Maße als für den staatlichen [2].

Eine notwendige, aber nicht hinreichende Grundvoraussetzung des Terrorismus besteht meist in einer allgemeinen wirtschaftlichen und politischen

Dauerkrise. Ohne einschneidende Krisenerfahrung wird die Schwelle zum Terrorismus oft nicht oder nur punktuell überschritten, weil er als „zu radikal“ empfunden wird. Dabei bedeutet „Krise“ aber nicht unbedingt das Vorhandensein bestimmter objektivierbarer Faktoren (etwa wirtschaftlicher Art, also einen bestimmten Prozentsatz an Arbeitslosigkeit oder Inflation, oder ein bestimmtes Maß an Repression), sondern ist ein oft subjektiver Faktor: es geht also um die Wahrnehmung, das Erleben einer Krise, nicht die bloße Verschlechterung objektiver Daten.

Bei allen Terrorakten seit 2001 sind rund 155.000 Menschen getötet worden. Nur 0,3 Prozent der Anschläge fanden in Europa statt. Seit 2011 steigt die Zahl der Attentate sprunghaft an. Das liegt einerseits an schlagkräftigen Organisationen wie Boko Haram und dem sogenannten „Islamischen Staat“ („IS“). Andererseits werden Terroranschläge seit 2012 mittels Computerprogrammen automatisch erfasst und so bleiben immer weniger Attentate unbemerkt.

Die Datenbank „Global Terrorismus“ der Universität Maryland verzeichnet für das Jahr 2001 weltweit 1908 Anschläge (davon 771 mit Toten). Im gleichen Jahr gab es in Westeuropa 19 tödliche Anschläge. 2014 stieg die Zahl weltweit auf 16.840 Anschläge, davon 6.334 mit Toten. Westeuropa verzeichnete drei tödliche Anschläge.

Mehr Terroranschläge außerhalb Westeuropas fordern auch mehr Terroropfer. Die Zahl nimmt seit 2011 global betrachtet rasant zu.

In Westeuropa forderte der Terror in den letzten 15 Jahren oft weniger als zehn Menschenleben pro Jahr. Allerdings gibt es auch immer wieder blutige Jahre: 2004 ließen bei mehreren Bombenexplosionen in Madrid 191 Menschen ihr Leben. 2005 starben beim Anschlag auf die Metro in London 52 Menschen. 2011 tötete der Norweger Anders Behring Breivik 77 Menschen in Norwegen. 2015 und 2016 töteten Terroristen in Paris, Brüssel, Nizza und Berlin fast 300 Menschen. Diese und kleinere Anschläge zeigen, dass Terroristen in den letzten Jahren immer wieder tödlich zuschlagen konnten.

2015 und 2016 forderte der Terror auch in Westeuropa einen höheren Blutzoll als in den Jahren zuvor, verglichen mit früheren Jahrzehnten und anderen Weltregionen sind die Opferzahlen aber gering.

Mit Abstand am gefährlichsten lebte es sich über die letzten 15 Jahre gesehen im Irak, gefolgt von Afghanistan, Pakistan, Nigeria, Indien und Syrien. Der Irak litt mit 8.797 Attacken und 42.760 Toten am meisten unter dem Terror: Fast jedes dritte Opfer stammt aus dem Irak. Zum Vergleich: Europa beklagte im selben Zeitraum 420 Terroropfer (0,3 Prozent) [1].

Eine zivile Strategie der Gewalt- und Terrorismusprävention ist schwierig und muss an verschiedenen komplexen Faktorensystemen ansetzen. Zuerst einmal wäre es allerdings sinnvoll, den Terrorismusbegriff klar zu fassen und

der Versuchung zu widerstehen, ihn je nach Opportunität nur seinen Gegnern zuzuweisen, während ähnliche Praktiken bei befreundeten oder nützlichen Akteuren übersehen oder verharmlost werden. Die Anwendung gleicher Maßstäbe nach allen Seiten ist eine Schlüsselvoraussetzung für die Glaubwürdigkeit bei der Terrorismusbekämpfung und Prävention.

Eine Vorbeugung gegen Gewaltkonflikte und Terrorismus sollte die innergesellschaftlichen Quellen und Ursachen der Gewaltpotentiale und die wichtigen, symbolträchtigen Regionalkonflikte ins Zentrum rücken: Solange die Bevölkerungsmehrheiten über keine positive Lebensperspektiven verfügen und solange etwa der Palästinakonflikt nicht gelöst wird; solange wird die Gefahr bestehen, dass sich die Gewaltpotentiale reproduzieren. Deshalb ist es wichtig, die wirtschaftlichen und sozialpolitischen Bedingungen friedlicher Gesellschaftsentwicklung insbesondere in den muslimischen Ländern des Nahen und Mittleren Ostens deutlich zu verbessern, und darüber hinaus deren politische Systeme so zu reformieren, dass sie in weit größerem Maße als bisher Möglichkeiten zu friedlicher Partizipation und Veränderungen bieten. Dies dürfte in einer Zwischenperiode das Konfliktpotential noch erhöhen, es müsste deshalb gezielt durch externe Wirtschaftshilfe abgefedert werden. Eine Dämonisierung und Ideologisierung politischer Diskursformen der Region (Islam/Islamismus) sollte unterbleiben, um die ideologische Polarisierung nicht noch zuzuspitzen. Schließlich wären verstärkte und massive Anstrengung zur Lösung regionaler Gewaltkonflikte (Palästina, Kaschmir) nicht nur notwendig, um das direkte Konflikt- und Rekrutierungspotential dort auszutrocknen, sondern auch um insgesamt zu signalisieren, dass der Westen die Unterdrückung und das Leiden von Muslimen nicht geringer würdigt als die von Menschen anderer Kulturkreise.

In diesem Zusammenhang muss auch vor der Versuchung gewarnt werden, den militärischen „Krieg gegen den Terrorismus“ auf weitere (muslimische) Länder auszuweiten, etwa Somalia oder den Irak. Trotz der kurzfristig möglichen taktischen Erfolge einer solchen Politik wäre sie langfristig betrachtet eher ein Terrorismus-Förderprogramm, da eine solche Ausweitung des Krieges den Verdacht nähren würde, die USA (oder der Westen) griffen doch „den Islam“ oder „die Muslime“ an. So würde nicht nur der proklamierte Dialog mit dem Islam (Kofi Annan, Johannes Rau, Mohammad Khatami und andere) diskreditiert, sondern der islamistische Terrorismus zusätzlich legitimiert [2]. Dieses Problem muss man in der ganzen Welt zusammen lösen.

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Статья посвящена проблеме терроризма. Авторы дают разъяснение термина «терроризм», а также приводят примеры его проявления. Описывается многообразие политических, религиозных и социальных причин террористических актов. Подчеркивается неутешительная статистика роста жертв терроризма во всем мире.

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DESARROLLO DEL TURISMO INDUSTRIAL

En el mundo moderno viajar para una persona es parte de su vida. Viajar a diferentes ciudades y países, aprender algo nuevo significa desarrollarse. Por supuesto, una persona no se queda quieta y cada vez quiere aprender más y más. Así, en el turismo, además de las zonas existentes, empiezan a surgir otras nuevas. Una de estas áreas es el turismo industrial.

Las personas asisten a excursiones industriales no solo con fines culturales y de entretenimiento, sino que amplían sus horizontes y obtienen nuevos conocimientos útiles e interesantes. El turismo industrial es beneficioso para ambas partes, ya que los recorridos industriales son principalmente educativos para los turistas y también bastante rentables para los fabricantes.

El turismo industrial es una visita organizada a empresas con el fin de satisfacer necesidades educativas, profesionales, comerciales y de otro tipo. Este tipo de turismo se manifiesta directamente en las excursiones industriales. Estas excursiones pueden ser de interés no solo para los turistas comunes, sino también para personas de diferente sexo, edad, nivel de educación, etc., y cada uno de ellos tiene su propio propósito de visitar una empresa en particular [1].

Es importante que el turista en tal excursión no sea solo un observador, sino también un participante en el proceso de producción. El turismo industrial también puede ser útil para organizaciones que estén interesadas en promocionar sus productos. Otra ventaja es que las empresas ya existentes se convierten en objetos de visita, lo que significa que no se requieren costos adicionales.

Hay razones por las que no todas las empresas están listas para proporcionar producción a los visitantes. Estas razones incluyen:

– Falta de personas especializadas en la organización de este tipo de excursiones;

– Producción insegura para grupos de turistas no preparados;

– Falta de infraestructura especial para turistas;

– Falta de voluntad para distraer a los empleados;

– El deseo de ocultar los procesos de producción a los competidores, etc.

Por la cantidad de objetos visitados a la vez, el turismo industrial se divide en: excursiones únicas a la empresa y recorridos temáticos [2]. Una excursión a una empresa es una visita organizada en grupo a una empresa industrial con fines educativos. En promedio, una excursión de este tipo dura una hora o más y termina en una tienda de souvenirs donde un turista puede comprar productos del fabricante. Un ejemplo de tales excursiones es visitar fábricas de perfumes en Francia, una fábrica de salsa Tabasco en los EE. UU. y otras. Los viajes temáticos son viajes organizados en grupo con visitas a dos o más organizaciones del mismo perfil, cuya producción coincide con el tema del viaje en sí. La duración de este tipo de tours suele ser de 2 o más días.

Así, el programa de este viaje consta no sólo de excursiones industriales, sino que también incluye alojamiento, comidas y traslados. Además, se pueden incluir visitas turísticas a la ciudad, así como visitas a eventos culturales y de entretenimiento y otras instalaciones. Ejemplos de estos viajes temáticos pueden ser viajes gastronómicos a Suiza. Este país es rico, por ejemplo, en chocolate. En consecuencia, los turistas pueden optar por visitar determinadas fábricas (Chocolate Durig (Dürig): mini-chocolate factory, Lausana, región del lago de Ginebra, Factory Chocolat Ammann AG (Chocolate Ammann), Heimberg, región de Berna y el Oberland bernés, Lindt Chocolate Factory (Lindt), Kilchberg, Zurich y otros), también eligen hoteles para pasar la noche y otros entretenimientos en una ciudad en particular. Así, se obtiene un recorrido temático [3].

Según la composición de los turistas, el turismo industrial se puede dividir en:

1. Excursiones para escolares. Organización de excursiones periódicas a empresas para grupos de estudiantes. A menudo, estos recorridos se realizan no solo con fines educativos generales, sino también con fines educativos o de orientación profesional.

2. Giras industriales para grupos mixtos. Organización de visitas de grupos de turistas con fines educativos.

3. Giras de producción para profesionales: esta es la organización de giras a las empresas líderes de una industria en particular para empresarios o especialistas de la industria con el fin de estudiar las características e innovaciones de la producción, adquirir experiencia de organizaciones exitosas,

buscar socios comerciales o un objeto de inversión. Un ejemplo de tal excursión es una visita a la planta de Aircraft Industries, Kunovice (República Checa), por parte de una delegación de la región de Orenburgo para familiarizarse en detalle con la producción de aviones y discutir formas de resolver problemas asociados con la operación de nuevos equipos para la región [3].

Por lo tanto, podemos concluir que este tipo de turismo es bastante popular en el mundo moderno. La experiencia de realizar excursiones industriales se encuentra no solo en América del Norte o países europeos, sino también en el territorio de la República de Belarús. Al mismo tiempo, el turismo industrial en Belarús está bien desarrollado, hay muchas empresas que están felices de abrir sus puertas a los turistas. Una excursión de producción está diseñada para ampliar el conocimiento en un área determinada, dichas excursiones ayudan a comprender mejor la profesión elegida, familiarizarse con los fundamentos científicos del proceso de producción y tener una idea de la producción moderna.

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Рассмотрены актуальные аспекты развития производственного туризма, дана характеристика его видам, а также представлен опыт проведения производственных экскурсий в Республике Беларусь и в зарубежных странах.

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MODERNE TECHNOLOGIEN IN DER BILDUNGSARBEIT: LERNEN DURCH LEHREN

Unsere heutige Gesellschaft wird wesentlich komplexer, deswegen kann die Ausbildung nicht einen abgeschlossenen Status haben. Auf solche Weise wird heutzutage über das lebenslange Lernen (life long learning) gesprochen, weil

Faktenwissen, die schnell veraltet werden und den Lernenden unterrichtet werden, unzureichend sind, um den Anforderungen der verkomplizierten Gesellschaft befriedigen zu können. Im Gegensatz zur traditionellen Methode des Frontalunterrichts, wird die Vermittlung von den wichtigsten Sozialkompetenzen erfordert. Also ist es ganz offensichtlich, dass bestimmte Veränderungen in den Methoden des Lehrens und Lernens gebracht werden müssen. Eine der in der Bildungsarbeit neuentstandenen Technologien, die zu einem selbständigen Lernen führen und dadurch eine aktive Teilnahme der Lernenden am Gesellschaftsleben ermöglichen können, ist die Technologie „Lehren durch Lernen“.

„Lehren durch Lernen“ ist eine handlungsorientierte Unterrichtsmethode, bei der die Schüler und Schülerinnen lernen, indem sie sich den Stoff gegenseitig vermitteln [1]. Der Grundgedanke der Technologie ist die von den Lernenden selbstständige Erarbeitung eines Themas und die Vermittlung des Themas an Mitschülerinnen und Mitschüler. Es gibt die Möglichkeit solche persönlichen Eigenschaften, wie Selbstständigkeit und Problemlösungsfähigkeit zu fördern. Die Intention dieser Methode besteht darin, dass die Schüler und Schülerinnen schrittweise bestimmte Funktionen der Lehrer übernehmen. Der Lehrer teilt die Aufgaben ein, stellt Arbeitsmaterialien zur Verfügung und kann während der Vorbereitung als Berater helfen. Während eines solchen Unterrichts mischt sich der Lehrer sehr wenig in den Prozess ein und hilft nur, wenn ein sinnstörender Fehler entsteht oder irgendwelche Ergänzungen notwendig sind. Im Laufe dieser Technologie werden sowohl traditionelle Strukturen des Unterrichts als auch unterschiedliche Techniken moderner Vorfahren vereinigt. Das kann die für die Zukunft notwendigen Kompetenzen gewinnen [3].

Es wird die langsame Einführung der Technologie erfordern, weil die Lernenden von Anfang an kürzere, dann längere Unterrichtssequenzen halten. Das Ziel besteht darin, konsequent Verantwortung an die Schüler und Schülerinnen zu übertragen. Vom Lehrer wird erwartet, dass er die Lernenden unterstützt, wenn die Kommunikation nicht gelingt.

In diesem Prozess werden folgende wichtige Kompetenzen beigebracht: Teamfähigkeit, Kritikfähigkeit, Fähigkeit zur Selbstanalyse und zu problemlösendem Denken, Förderung von Eigenverantwortung und Kommunikationsfähigkeit. Diese Kompetenzen unterstützen die Lernmotive, fördern die Persönlichkeitsentwicklung und werden in der heutigen Arbeitswelt als die wichtigsten Soft Skills verlangt [1]. Die Vorbereitung auf das neue Themengebiet ermöglicht den Lernenden, relevante Inhalte von den nicht relevanten zu unterscheiden. Bei der Vorstellung eines Themas wird die Kommunikationsfähigkeit erweitert, das Selbstbewusstsein wird gestärkt. Darüber hinaus wirkt sich die Technologie positiv auf die Motivation, was die Aufmerksamkeit der Lernenden aktiviert. Während dieses Prozesses

übernehmen sie die Verantwortung und erwerben besondere Fähigkeiten, die in unserer Welt immer notwendig sind. Die Schüler spüren, dass sie Fähigkeiten haben, die von der Gesellschaft geschätzt und anerkannt werden [3].

Was das Verfahren der Methode angeht, kann es so aussehen: in den ersten Stunden muss sich der Lehrer natürlich etwas Zeit für die Einführung der Methode nehmen. Erst dann, wenn die Schüler daran gewonnen haben, kommt man zur Veranstaltung der Stunde. Diese Methode wird den Schülern schneller beigebracht, weil sie bei der Stoffvermittlung oft effektiver als die Lehrer sind. Sie vermitteln nur das Wichtigste, meinen nicht, dass sie jedes Detail dreimal wiederholen müssen [2]. So übernehmen die Lernenden schrittweise Funktionen des Lehrers. Der Lehrer gilt als Berater oder Unterstützer bei der Vorbereitung der Schüler. Zwei Schüler übernehmen am Anfang jeder Stunde die Leitung des Stundenablaufs: sie korrigieren die Hausaufgaben, lesen ein Diktat vor, rufen die Arbeitsgruppen zur Erfüllung des neuen Stoffes auf, lenken die Übungsphase, stellen einen neuen Text oder ein Grammatikkapitel vor. Es ist wichtig, dass die Vorbereitung auf die Präsentationen in Teamarbeit im Unterricht in einer vorgesehenen Phase erfolgt. Aber bemerkend ist das, dass je einfacher der Stoff ist, desto ist die Technologie „Lernen durch Lehren“ geeigneter. In jüngeren Jahrgangsstufen wird der Unterricht während der Stunden selbst vorbereitet. Auf der Oberstufe verlagert sich die Vorbereitung immer stärker auf die Hausarbeit. Natürlich ist es leichter, diese Methode mit kleineren Klassen anzuwenden, mit großen Klassen muss didaktische Einbildungskraft entwickelt werden [2].

Es wurde gezeigt, dass diese Art des Lernens eine positive Tendenz in Deutschland hat. Vor allem ist es so, weil die Lernenden ins Zentrum des Unterrichts gestellt werden. Zudem beruht die Technologie „Lernen durch Lehren“ auf einer wissenschaftlichen Basis. Um die Methode erfolgreich im Unterricht anwenden zu können, müssen die Lehrkräfte und die Schüler bereit sein, auf klassische Ansätze zu verzichten.

Die Lernmethode „Lernen durch Lehren“ bietet zahlreiche Vorteile: dadurch werden allgemeine Fähigkeiten, Persönlichkeit und Sozialkompetenzen entwickelt, sie ermöglicht die Rolle des Lehrenden mit allen Rechten zu übernehmen. Aber daneben entstehen auch die negativen Punkte: den Lehrern fällt es oft schwer, Macht an die Schüler abzugeben, dazu noch Lehrpläne müssen streng eingehalten werden. Aber diese Methode ist notwendig, um die Motivation der Schüler für den Lernprozess zu erhöhen. Ein kreativer Ansatz für das Material wird dazu beitragen, nicht nur die Sprachkenntnisse am effektivsten zu nutzen, sondern auch die kommunikativen Fähigkeiten der Lernenden. Von dem oben Genannten ausgehend bringt die Technologie „Lernen durch Lehren“ eine Reihe von grundlegenden Aspekten im Rahmen der Didaktik und kann eine positive Alternative zum traditionellen Unterricht sein.

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В статье раскрывается суть технологии «учение через обучение». Автор отмечает важность применения данного метода в современном образовательном процессе, излагает компетенции, формируемые у обучающихся на уроках, а также указывает на преимущества и недостатки, возникающие при использовании данной технологии в рамках образовательного процесса.

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LAS RELACIONES PÚBLICAS COMO EL ARTE DE CREAR UNA IMAGEN POSITIVA, REPUTACIÓN COMERCIAL Y PRESTIGIO DE LOS ÓRGANOS DE PODER ESTATAL

Las personas y las organizaciones siempre han luchado vigorosamente por crear una imagen positiva. Esto se hacía no sólo para presentarse ante el auditorio, sino también para luchar contra los competidores. Tener una buena reputación es un sueño que retrocede en el tiempo. Incluso el filósofo y maestro chino Confucio daba clases, el propósito de las cuales era formar “buenas personas” que ayudaran a construir un país ideal. Por lo tanto, una imagen positiva y el prestigio se convierten en un requisito previo para lograr un éxito sostenible y duradero. El propósito de este artículo es un examen exhaustivo del impacto de las relaciones públicas en la imagen y la reputación de los órganos de poder estatal y el entorno político en general.

La importancia de la imagen y la reputación en la esfera política es bastante obvia e indiscutible. El propósito de la campaña de mantenimiento y fortalecimiento del prestigio de las estructuras en poder es que estas últimas no

sólo funcionen de manera efectiva, sino que también la sociedad esté convencida de que están funcionando de manera efectiva. En el mundo moderno, la importancia de la información está en constante crecimiento, su procesamiento y transmisión se está acelerando, y las calificaciones y la retroalimentación de la población son cada vez más importantes, ya que los países democráticos, que son la mayoría, deben tener en cuenta la opinión pública, y los gobernantes deben tratar de convencer al público que los apoye.

Vale la pena señalar que el proceso de creación de una reputación comercial es más complicado y más largo. Entonces, la imagen da una idea bastante superficial de un determinado tema, puede ser una opinión absolutamente irrazonable y subjetiva de las personas. La reputación comercial se construye durante un período de tiempo mucho más largo y muestra una imagen real de la estructura o individuo, la imagen que se basa en todos los aspectos reales de las actividades, metas y objetivos cumplidos del sujeto. Como regla general, la reputación comercial se valora por el público mucho más que una imagen positiva, ya que inspira más confianza en las personas.

La formación de una imagen positiva de los órganos de poder estatal, y especialmente de los funcionarios públicos, es un proceso complejo y largo que no puede realizarse por sí solo. A menudo, equipos enteros de personas están involucrados en este proceso. Y esta actividad puede complicarse o, por el contrario, facilitarse por algunas cualidades iniciales del sujeto o circunstancias. Sin duda, muchos líderes, como por ejemplo Adolf Hitler, Fidel Castro, eran muy carismáticos. Esto les facilitó enormemente la creación de una imagen positiva, a pesar de sus acciones negativas desde el punto de vista ético. Sin embargo, aún ellos lo consiguieron no sin ayuda. Y en la mayoría de los casos, los políticos y los partidos políticos ahora están contratando a expertos en el campo para ejecutar sus campañas y administrar su reputación. Un ejemplo es el ex presidente de los Estados Unidos Barack Obama. Generalmente se conoce como el presidente de relaciones públicas más avanzado de los Estados Unidos. Antes de asumir el cargo, Obama comenzó a brillar en varios eventos públicos. Interminables sesiones de fotos comenzaron dentro y fuera de la Casa Blanca [2]. En ese momento, un candidato prácticamente desconocido llegó a las portadas de las revistas y capturó los titulares de casi todos los periódicos en pocos días. Probablemente, la mayoría de la gente se pregunta cómo es posible. En su mayor parte, lo hizo con el apoyo de un equipo de profesionales, especialistas en relaciones públicas. O Volodymyr Zelensky, actual presidente de Ucrania. Llegó al poder ya siendo famoso. Pero conocido no como político, no como un líder potencial del país, sino como un comediante. En el proceso electoral, Zelensky corrigió su imagen: de un pretendiente sin conocimiento para el puesto estatal más alto a un candidato a un joven con propósito y seguro de sí mismo. Una estrategia de campaña bien construida (un énfasis en la

personalidad del candidato, su descendencia del “pueblo”, su no participación en la política sucia y su posición exitosa actual lograda de forma independiente) le ayudó a atraer a casi todo el electorado de protesta a su lado en la primera vuelta [1]. Como resultado, fue su equipo de relaciones públicas el que pudo crear la imagen de un líder, una persona en la que la gente podía creer.

En realidad, todo está bajo el control de los creadores de imágenes: desde la apariencia del cliente (su ropa debe corresponder a su posición en la sociedad, debe verse limpio y elegante siempre) hasta su andar. Los equipos de relaciones públicas trabajan directamente con los candidatos para ayudarles a perfeccionar sus habilidades de presentación, lenguaje corporal, tono y ritmo de habla. Hablar en público es un desafío en sí mismo. Es necesario construir el discurso de tal manera que logre la máxima comprensión y percepción del auditorio.

Crear una imagen de la administración pública es imposible sin los medios de comunicación. A través de las publicaciones en los principales medios de comunicación (radio, televisión, periódicos, revistas e Internet), se gana fama. Y la fama es un factor muy importante en la formación de la imagen de las autoridades o del individuo. Seamos realistas: si no se sabe qué tipo de persona se está postulando para un cargo, es probable que no votemos por él. Por lo tanto, uno de los principales roles que juegan las relaciones públicas en la política es obtener conocimiento sobre el candidato. Esto se hace a través de las publicaciones en los medios, eventos o esfuerzos en las redes sociales. Los candidatos que carecen de la conciencia pública son, por supuesto, poco probables de ganar las elecciones. Esto significa que la aparición en los medios de comunicación ayuda a hacerse visible para el público objetivo, causando un impacto directo en las actividades futuras.

La eficacia del trabajo de las estructuras estatales está determinada en gran medida por la eficacia del mecanismo de interacción con el público: declaraciones abiertas, constructivas y oportunas sobre las decisiones tomadas; acceso libre a los informes; creación y monitoreo del trabajo del sitio web de cualquier departamento estatal, actualización constante de la información; propaganda y cumplimiento en el propio comportamiento de los altos valores éticos de la administración pública. La planificación y la coherencia en el trabajo con el público, la regularidad de las actividades de relaciones públicas, la fiabilidad, la apertura y la exhaustividad de la información, así como la toma en consideración de la posición del auditorio y la opinión pública deben convertirse en los principales mecanismos en el trabajo sobre la formación de la imagen de la administración pública o el político.

Por lo tanto, es evidente que las relaciones públicas tienen un impacto directo en la creación de una imagen positiva, la reputación comercial y el prestigio de los órganos de poder estatal y los individuos. Y en la situación actual, cuando la competencia en esta área alcanza proporciones enormes, estos

tres conceptos tienen una importancia grande, si no decisiva, en la carrera por alcanzar y retener el poder.

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В статье раскрываются возможности влияния феномена связей с общественностью на формирование образа государственных органов и субъектов политической среды на мировой арене в глазах общественности. Выявлены основные тенденции, цели и средства для формирования имиджа и репутации, особенности функционирования команд пиара, а также проведена оценка эффективности данной деятельности на конкретных примерах.

К содержанию

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PERSONALENTWICKLUNG ALS TEIL DER QUALITÄTSSICHERUNG IN DER BILDUNGSEINRICHTUNG

Personalentwicklung ist im pädagogischen Bereich von großer Bedeutung [1]. Die Forschung der Schul- und Weiterentwicklung fokussiert die jede einzelne Organisation am individuellen Standort. Ziel dieses Artikels ist relevante Gegenstandmaßnahmen zur Verbesserung des existierenden Systems der Ausbildung in Belarus zu bestimmen. Um dieses Ziel zu erreichen, wurden relevante Aspekte in den psychologischen und pädagogischen Bereichen im Vergleich miteinander gebracht.

Jedes System hat bestimmte Schwerpunkte. Bewusste Weiterentwicklung von Institutionen des Ausbildungssystems liegt im Bereich der Interessen von allgemeinen Schul- und Hauptschulorganisationen. Die Qualität von diesen Institutionen soll ausschließlich nicht auf Studentenleistung reduziert werden.

Dabei spielen die Gesellschaft, die Regeln der Ausbildung sowie auch Verhalten der Mitglieder oder auch die Auswirkungen von Kultur eine große Rolle [2].

Der Begriff *Qualität* leitet sich vom lateinischen Substantiv *Qualitas* ab und bedeutet Beschaffenheit. Die Qualität eines Systems ergibt sich demnach aus bestimmten, messbaren Eigenschaften. Übertragen auf die Ausbildungsinstitutionen gäbe es damit keine guten oder schlechten Ausbildungseinrichtungen, sondern nur Einrichtungen mit bestimmten Eigenschaften durch die sie sich unterscheiden [3]. Das Personal, die Leitung sowie das nicht unterrichtende Kräfte, sind für die Qualität und Entwicklung einer Einrichtung von großer Bedeutung. Um Bildungsprozesse im Sinne des Wissens- und Kompetenzerwerbs erfolgreich gestalten zu können, ist eine Verknüpfung und Abstimmung individueller Lehrerhandlungen und das Erreichen eines allgemeinen Konsenses durch die Leitung unabdingbar. Das soziale Miteinander von Lehrkräften, Lernenden und sogar Eltern bildet den Schwerpunkt einer erfolgreicher Ausbildung.

Insbesondere die Leitung, aber auch das Personal repräsentieren die Organisation und tragen damit zur Stärkung des Prestiges und der Wettbewerbsfähigkeit der Einrichtung bei. Jedoch werden die Kooperationsbeziehungen nicht nur außerhalb der Organisation, sondern auch innerhalb intensiviert. Zur Ausbildungsentwicklung gehört die Zusammenarbeit. Dabei sollen kooperative Arbeitsformen effektiv und effizient organisiert werden. Eine größere Eigenständigkeit einer Einrichtung bringt eine Intensivierung der Kommunikation mit sich. So bekommen die Zusammenarbeit wie auch die Kontakte und Kooperationsbeziehungen nach außen ein stärkeres Gewicht – seien es Kommunikations- und Kooperationsbeziehungen zu Eltern, Vertretern des öffentlichen Lebens, der Wirtschaft, der öffentlichen Institutionen oder auch der Medien [4]. In diesem Handlungsfeld ist es wichtig, Initiativen zur Verbesserung der Kooperation mit dem Umfeld jeder einzelnen Einrichtung zu entwickeln und eine transparente Kommunikation mit der Öffentlichkeit sicherzustellen [2].

Auf der Grundlage des Abgleichs von vorhandenem Personalbestand und zu erwartendem Personalbedarf muss sichergestellt sein, dass der Ausbildungsorganisation geeignetes Personal mit den erforderlichen Qualifikationen zur Verfügung steht. Um in täglichen Situationen schnell und zufriedenstellend reagieren zu können, sind auch routinierte Verfahren von großer Bedeutung [4]. Dabei kommen auch Methoden und Verfahren der Öffentlichkeitsarbeit zum Einsatz.

Auf solcher Weise aus der Perspektive der Lehrkräfte ist natürlich die eigene professionelle Weiterentwicklung sehr wichtig. Jedoch sollte diese Professionalisierung nicht nur den individuellen Bedürfnissen Rechnung tragen, sondern einem Gesamtkonzept folgen mit dem Ziel, die Kompetenz des

Personals zu erweitern. Weitere wichtigere Schwerpunktsetzung erfolgt bei der Entwicklung drin einer Ausbildungsorganisation, wo die personelle Eigenschaften aller Kräfte sowohl auch an diesem Prozess beteiligten Persönlichkeiten als Kern des ganzen Systems auftreten. Psychologisch-pädagogische Aspekte liegen dabei als eine Hilfssetzungpräskriptiven. Darauf weisen außerordentliche Umstände auf, die Förderung einer ständigen kooperativen Arbeit drin einer Einrichtung fordern.

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В статье уделяется внимание психолого-педагогическим аспектам организации процесса образования. Автором раскрываются перспективы квалитативно-прогрессивной модели действующих учреждений высшего и среднего образования.

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ISSUES AND SPECIFIC FEATURES OF PIANISM

Music, as a specific kind of art, performs an important social function. It takes an active part in the aesthetic education of a person and powerfully stimulates his spiritual improvement. However, it is possible to influence the mass audience only in the process of performing arts. Piano art has experienced a three-hundred-year history, as well as research in the field of learning playing the piano. In the 2nd half of the 19th century psychological theories gradually began to be applied to musical research. The purpose of this article is to establish and analyze the factors influencing playing the piano.

Every musician faces psychological problems in the process of playing the piano. Rich imagination and emotionality are the inner basis of good musical performance. There are special difficulties in the musical and performing arts: the difficulties of motor skills, that is, the part of the technique that refers to performing movements. Developing these skills takes a huge part of the performer's time and effort therefore it is advisable to start learning from early childhood. At the same age, daily and long hours of training become necessary. Even an experienced musician who has grasped the subtleties necessary for creativity needs constant, daily training if he wants to maintain his art at a high level. For example, A. Rubinstein said that if he had not worked for one day, he noticed it himself; if he had not practiced for two days, then his relatives noticed it; when he missed three days, the audience heard it [2].

Playing the piano requires constant work. The pianist spends long hours at the instrument every day. From the point of view of cognitive learning theory, only mechanical physical exercises without taking into account psychological factors cannot solve the technical problems of playing the piano. Playing a set of notes and learning playing skill require the mind to guide the fingers and coordinate other actions. While working the pianist develops a variety of skills: purposefulness, the ability to concentrate, perseverance. He also learns aesthetic and ethical predilections and professionalism.

Piano playing is directly related to psychophysiology. In order to ensure proper stimulation of basic movements and balanced development of muscle tissue, it is necessary to gradually form a "dynamic stereotype" (technical and playing skills) through systematic and purposeful practice. The performer is a kind of an athlete, because playing a musical instrument makes extremely high requirements to small muscle groups. Excessively intense and constantly repeated exercises can lead to painful sensations and even injuries. However, most pianists do not realize how dangerous it can be, in their opinion they don't do any hard work during exercises.

Body positions and movements have a huge effect on a person's ability to wield an instrument and on the impact of music. Overwork causes dizziness and tinnitus, the processes of excitation and inhibition in the brain are disrupted, nervous activity decreases, and psychological tension increases. The body positions and movements of the pianist also play an important role in the successful implementation of the performance due to their interaction with the musical aspect. Additional gestures express the structure of the composition and its emotional texture. Music is a powerful instrument of communication and during a performance the pianist transmits a musical storyline with the help of gestures too. For example, there are pianists who wave their left hand as if conducting, and then raise it up. These gestures effectively convey to listeners the structure of the musical composition or the artist's thought [1].

Playing the piano requires a person to have certain abilities. An important role is also played by such a mental process as imagination. Mastering expressive techniques of music is a necessary condition to awaken the imagination. For example, fast piano arpeggios are like flowing water, flute thirds remind birds singing, timpani sounds are like thunder, the melody of a fast chromatic scale resembles the sound of rain.

There is a phenomenon called synesthesia or Shereshevsky syndrome. Synesthesia is a phenomenon of perception in which irritation in one sensory system leads to an automatic response in another. In psychology, the facts of “coloured hearing” are well known. They are found in many people, and especially in many musicians. It is widely known that people tend to regard high sounds as “light”, and low sounds as “dark”.

Among the large number of varieties of musical hearing we can highlight absolute hearing which is the ability to accurately remember the pitch of a sound, which allows a person to identify and name any note heard without first listening to previously known notes. The psychophysiological basis of absolute hearing is a special kind of long-term memory for the frequency of sound. The ability to determine notes after listening to the “reference” sound appears in all musicians and lasts for some time. Its duration depends on the training, but only people with inborn absolute hearing have this ability all the time. Absolute hearing does not bring significant musical advantages. According to statistics, one person out of about ten thousand has absolute hearing in Europe, and among professional musicians absolute hearing occurs in about one of several dozen. The development of relatively absolute hearing, which is most important for musical activity, is included in a mandatory professional training program for a musician. However, the greatest interest among scientists is inner hearing – the ability to mentally clearly represent most often by musical notation or by memory individual sounds of a certain timbre, melodic and harmonic constructions, as well as entire musical compositions. This type of hearing is related with a person’s ability to hear and experience music without external sound sources.

The ability to hear music without the presence of any sound source is highly regarded by musicians. It is the subject of numerous books and articles by music educators and an area of recent research by psychologists and medical scientists. For example, Andrea Halpern and Robert Zatorre, prominent psychologists who had been working in this field, had been studying listening skills from both trained musicians and non-musicians. Robert Schumann called other composers to use their inner ear: “When you begin to compose, do it all with your brain. Do not try the piece at the instrument until it is finished. If your music proceeds from your heart, it will touch the hearts of others” [3. p. 43].

Another manifestation that attracts the close attention of scientists is the phenomenon of the inability of great musicians to learn. Why couldn't the greatest pianists teach? This phenomenon was explained by the psychological method of the pianist's approach to learning, which reflected their approach to music in general. Composers simply create music in their minds "out of nothing" – there is no formula for creating music.

In summing up, we would like to say that playing the piano is a complex psychological activity, which faces a large number of problems. However, long-term and repeated high quality psychological, technical and stage training can help a musician improve his condition before and during performance. Of great importance are such mental properties as perception of music, musical memory and musical imagination.

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В статье рассматриваются основные психологические особенности в работе пианиста и факторы, влияющие на уровень мастерства музыкантов. Внимание сосредоточено на таких ключевых аспектах в работе пианистов, как длительные репетиции, развитие специфических физических навыков при игре на фортепьяно. Затрагиваются такие специфические стороны, связанные с работой музыканта, как идеальный и окрашенный слух.

К содержанию

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CHILDREN'S TOURISM AS A PHENOMENON

Tourism is a social, cultural, and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. Children's tourism is the type of tourism, the consumers of whose services are children aged 7–17 years, going

on a trip for the purpose of recreation, health improvement, education, etc., accompanied by the head of the tourist group or an instructor-guide [1].

This article aims to reveal the importance of children's tourism for the society, as well as to classify this tourism by types and to show trends of its development.

The history of the development of children's tourism began in the last century: sanatoriums and camps for children were built, summer groups in schools and all kinds of excursions were organized. The functions of organizing children's tourism are usually assumed by teachers, who go on trips with children, visit museums, go hiking [2].

The contribution of children's tourism to the social development of the country is very significant, as it provides a unique opportunity for children to learn more about the historical and cultural heritage of their country and other states, awakens a sense of national identity among young people, instills respect for the way of life and customs of other nations.

Hikes, trips, excursions can give the younger generation the opportunity to increase their intellectual level, develop observation, and the ability to perceive the beauty of the surrounding world. Tourism is important as a means of relieving physical fatigue and psychological stress. It develops children's sociability, self-discipline, helps them to adapt to the conditions of modern life. Children's tourism promotes a healthy lifestyle.

The tourism industry differs from other spheres of the national economy in that the income from the tourism business increases with the strengthening of the trust of consumers of tourist services to their producers (tourist agencies, recreation institutions for children). Thus, it seems reasonable to assume that the involvement of children from an early age in travel, sightseeing and educational tourism will lead to the formation of their needs at a more mature age in tourist trips and travel. In addition, the development of children's tourism is likely to contribute to an increase in the number of young people who can decide to make a career in tourism.

Children's tourism can be classified by geography (domestic and outbound), as well as by goals and thematic areas of travel (wellness, sports, educational, sightseeing, ecological, aquatic, entertainment, etc.).

One of the popular areas of children's recreation is educational tourism. This type of children's tourism combines the rest with the acquisition of new knowledge. Educational tourism exists in the form of excursions to museums and attractions, as well as in the form of trips to other countries to learn foreign languages and other cultures.

Entertainment tourism is also popular. There are many amusement parks, like Legoland or Disneyland, in the world.

Wellness vacation for children combines entertainment programs and procedures aimed at strengthening their health. These procedures include therapeutic massages, proper nutrition, and sports exercises.

Sports recreation is great for active children. There are special sports camps and all kinds of hiking in the mountains and forests. Children's sports tourism includes multi-day transitions, overnight stays in the rain, daily independent work on setting up a camp, campfire, cooking. All the difficulties of the hike are compensated by the beauty of unexplored places, satisfaction from the route traveled. Regardless of the chosen type of tourism (hiking, water, mountain, skiing), a teenager on a hike will learn independence, mutual assistance, activity, perseverance, endurance, friendliness, and many practical skills.

In conclusion it should be stressed that children's tourism is quite a popular type of tourism which occupies a worthy place in the system of additional education and upbringing of children.

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Показаны значение и тенденции развития детского туризма для общества. Приводится классификация видов детского туризма.

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ESTADO MODERNO DE LA INDUSTRIA DEL TURISMO EN LA REPÚBLICA DE BELARÚS

El turismo es una parte importante de la economía de muchos países. Proporciona ingresos financieros en el país, aumenta el empleo en el sector de servicios y crea infraestructura sociocultural en las ciudades.

En la economía de Belarús el turismo no es tan importante como en otros países desarrollados, tales como Francia, Alemania, Italia. Mientras tanto,

Belarús tiene una posición geográfica ventajosa y un rico Patrimonio natural y cultural, sigue estando a la zaga de los países desarrollados y ocupa una posición muy “modesta” en el mercado mundial del turismo. En la economía del país, los ingresos por turismo en el PIB son solo alrededor del 0,5 %, y en el comercio total del sector servicios – 15 %.

Hoy en día, en nuestro país, como en muchos otros países, el principal es el tránsito de personas, bienes y servicios con otros países. Con el fin de desarrollar el turismo de entrada en la República de Belarús, se ha elaborado un número considerable de documentos normativos y jurídicos, el principal de los cuales es el programa nacional de desarrollo del turismo en la República de Belarús. La tarea principal de este documento es el uso racional de los recursos turísticos, la creación de infraestructura turística, el uso completo de toda la base material histórico-cultural del país, así como el desarrollo del turismo de entrada y de interior [1].

Belarús tiene un territorio bastante compacto, una infraestructura desarrollada, una densa red de asentamientos humanos. En las ciudades del país hay 1834 sitios arqueológicos, 1594 monumentos arquitectónicos, 1131 monumentos históricos, alrededor de 150 centros de artesanías y artesanías populares.

El país tiene una gran cantidad de valores para el desarrollo del turismo cultural e informativo: la presencia de castillos (Mirsky, Lidsky, Nesvizhsky), centros históricos de Polotsk, Grodno, Brest y otros. También hay todo lo necesario para el desarrollo del turismo de salud y ecológico: complejos lacustres y fluviales, monumentos naturales, una variedad de flora y fauna, tierras de caza y pesca, recursos medicinales. Los principales destinos del turismo en Belarús son visitar lugares de interés y descansar en centros de spa.

El análisis mostró que desde el año 2015 el número de turistas que visitaron Belarús aumentó de 117 mil personas a 365 mil personas. El número de turistas que viajaron al extranjero en este lapso aumentó de 493 a 851 mil personas (cuadro).

Cuadro – Los principales indicadores del desarrollo del turismo en la República de Belarús [2]

Indicadores	2015	2016	2017	2018	2019
Llegó sólo, miles de personas	276,3	217,4	282,7	365,2	405,5
Sólo salieron, miles de personas	738,7	496	727,5	850,7	982,9
Ingresos por servicios turísticos, millones de rublos	1129,6	136,6	165,9	212,9	282,5
Número de organizaciones que realizan actividades turísticas, unidades	1364	1376	1444	1482	1544

Sobre la base de los datos de la tabla, se puede decir que a partir del año 2015 todos los indicadores de turismo han aumentado, a la excepción de 2015–2016, cuando los turistas que llegaron y se fueron menos y, en consecuencia, los ingresos del turismo cayeron varias veces.

Como cualquier otro país, Belarús tiene sus países favoritos para entrar y salir. Los tres primeros para el año 2018–2019 en asistencia incluyeron Egipto, Turquía y Ucrania. Esto fue influenciado por una variedad de factores: la ubicación geográfica, el clima, la proximidad al mar, los precios bajos, la popularidad entre los turistas, etc. En 2019 los Emiratos Árabes Unidos visitaron más de 8,5 mil turistas bielorrusos, y en 2018 solo 5 mil turistas.

Un papel importante en la industria del turismo es el alojamiento de turistas. En 2018 el número de establecimientos de alojamiento turísticos superó las 500 unidades y el número de hoteles superó las 350 (cuadro). En 2018 estas organizaciones pudieron acomodar aproximadamente 207 mil personas, de las cuales 97 mil son residentes de Belarús y 110 mil ciudadanos extranjeros. La tasa de ocupación fue del 32 %. El porcentaje más alto se observó, por supuesto, en la capital, la ciudad de Minsk, donde fue 41 %, y en las regiones fue aproximadamente 7–10 % más bajo.

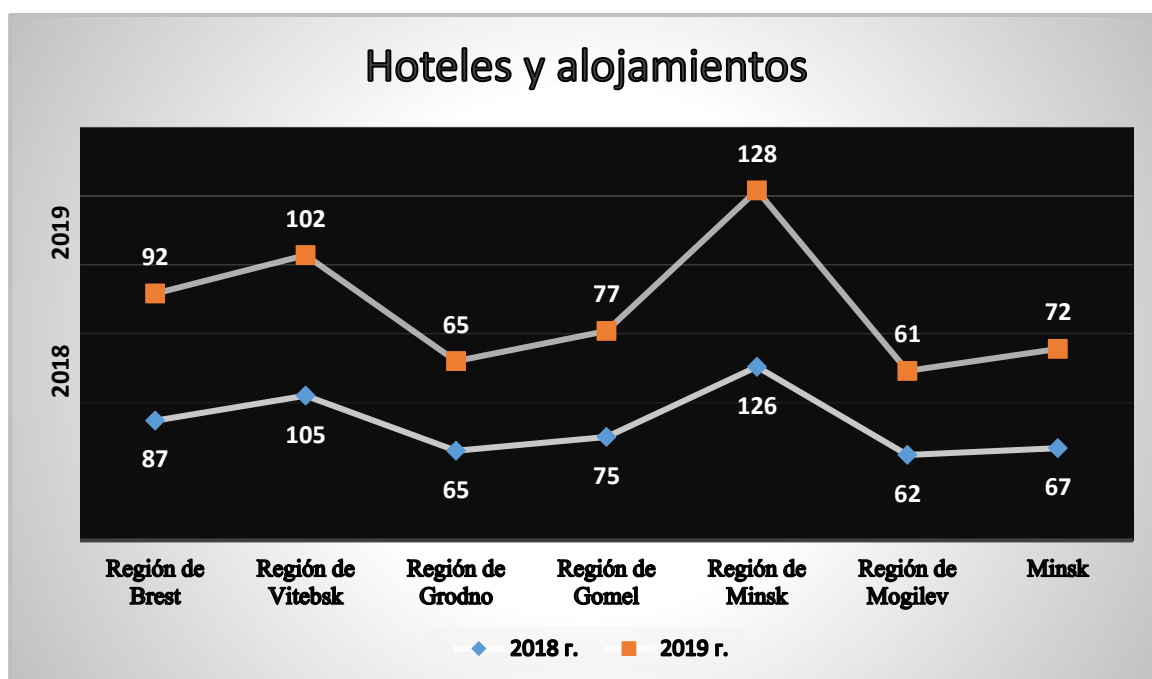


Figura – Número de hoteles por región y Minsk [2]

En los años 2018–2019, unos 10 hoteles tenían solo la categoría de dos estrellas, 30 hoteles de tres estrellas, 5 hoteles de cuatro estrellas. Pero la mayor parte de los hoteles no tiene categoría. Además, las regiones de Vitebsk y Minsk ocupan las primeras posiciones en el número de hoteles.

Además de los hoteles caros, que no siempre están en demanda de los turistas, hay muchas fincas agrícolas en el país que brindan este tipo de servicios.

El análisis muestra que Belarús es atractiva para los turistas gracias a los objetos naturales y culturales e históricos, la cultura original. Cada año aumenta el número de turistas, lo que lleva a la construcción de nuevas instalaciones de alojamiento, y gracias al apoyo del estado, el turismo en el país se desarrolla intensamente.

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Рассматривается привлекательный имидж Республики Беларуси благодаря ее природным и культурно-историческим объектам, самобытной культуре.

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GRÜNE TECHNOLOGIEN IN DER MODERNEN GESELLSCHAFT

Das Thema grüne Technologien, dass wir in diesem Artikel betroffen haben, ist heute aufgrund des Höhepunkts der Luftverschmutzung durch Emissionen unterschiedlicher Herkunft am relevantesten. Zuerst möchten wir den Begriff „grüne“ Technologien definieren. „Grüne“ Technologien sind Technologien, deren Produktionsprozesse und Lieferketten im Vergleich zu traditionellen Produktionsmethoden umweltfreundlicher oder weniger schädlich sind. Es ist weltweit allgemein anerkannt, dass „grüne“ Technologien zur Lösung umfassenderer Probleme im Zusammenhang mit der Wettbewerbsfähigkeit und dem Wirtschaftswachstum beitragen. Dieses Konzept wird in erster Linie durch den Umwelttechnologie-Aktionsplan (ETAP) gefördert, der grüne Technologieinnovation als „die Produktion, Assimilation oder Nutzung von

Neuheiten in Produkten, Produktionsprozessen, Dienstleistungen oder Management- und Geschäftspraktiken definiert, mit dem Ziel, Umweltbelastungen und andere negative Folgen der Nutzung von Ressourcen (einschließlich Energie)“ deutlich zu reduzieren. In der Republik Belarus ist die staatliche Politik im Bereich der Förderung von Öko-Innovation ein Teil der umfassenden Agenda für nachhaltige Entwicklung des Landes, die unter anderem darauf abzielt, erhebliche negative anthropogene Auswirkungen auf die Umwelt zu verringern und die soziale Eingliederung zu fördern [1].

Der Zweck des Artikels ist es, breitere Trends und Politiken im Bereich der Umweltentwicklung zu betrachten, die Rolle „grüner“ Technologien in bestehenden Entwicklungsprogrammen sowie die Rolle in der modernen Wirtschaft, die positiven und negativen Auswirkungen der Nutzung solcher Innovationen zu beschreiben. Auch die Merkmale der Steigerung der Energieeffizienz und der Nutzung erneuerbarer Energiequellen werden berücksichtigt.

Allgemeine Prinzipien der Umwelttechnologien sind folgende:

1. Nachhaltige Entwicklung der Gesellschaft und Verbesserung des allgemeinen Wohlbefindens.
2. Sorge für zukünftige Generationen.
3. Nutzung der Natur ohne Ressourcenverbrauch.
4. Verantwortungsvoller Umgang im Bereich der Güterproduktion.
5. Energieeinsparung in verschiedenen Branchen (in der Landwirtschaft, in Kultur und im Städtebau).
6. Den Klimawandel abzuschwächen und die Anfälligkeit der Öffentlichkeit dafür zu verringern.

„Grüne“ Technologien sind verschiedene Lösungen, die helfen, Ressourcen sinnvoll zu verwalten und die negative Belastung der Natur zu reduzieren. Die Organisation für wirtschaftliche Zusammenarbeit und Entwicklung schlägt vor, Ökotechnologien in zwei große Gruppen zu unterteilen:

1. Technologien des allgemeinen Umweltmanagements. Dazu gehören zum Beispiel Recycling-Technologien, Zero-Waste-Ideen und die Arbeit mit Sondermülldeponien. Zweitens umfassen diese Technologien alle Technologien zur Reinigung natürlicher Ressourcen: Wasser, Wälder, Böden, Atmosphäre. Landwirtschaftliche Innovationen, Wettervorhersagen, neue Ernährungsansätze (wie pflanzliches Fleisch) und sogar Gesundheit am Arbeitsplatz.

2. Alternative Energie. Das sind Entwicklungen zu neuen Kraftstoffarten und erneuerbaren Energiequellen. Diese Gruppe umfasst Lösungen, die die Energieeffizienz von Häusern, Geräten, Verkehrsmitteln, Lichtquellen und Heizungen steigern. Zum Beispiel: Windparks, Sonnenkollektoren, Wasserkraftwerke und geothermische Kraftwerke [2].

Man unterscheidet so genannte saubere Technologien, die in folgende Kategorien eingeteilt werden:

Aktive Technologien (Rettung). Sie arbeiten bei akuten Problemen: Emissionen von Schadstoffen in die Atmosphäre oder unsachgemäße Entsorgung von Müll. Vorbeugende Technologien. Das sind Umweltgesetze und -vorschriften, die Ressourcen schonen. Die Verwendung von „grünen“ Technologien bringt viele Vorteile mit sich und ermöglicht, die folgenden Aufgaben zu lösen: Förderung einer nachhaltigen Entwicklung durch Verhinderung der Ressourcenverknappung, Produktion der Waren, die später entsorgt, aufgearbeitet oder wiederverwendet werden können, Reduzieren der Umweltbelastungen und die Steigerung der Ressourceneffizienz der Produktion [3].

Kein Zweifel, dass es ratsam ist, die alte, umweltschädliche Wege der Energiegewinnung gegen neue zu ersetzen. Die Kritik an „grünen“ Technologien hängt mit der Problematik ihres Einsatzes zusammen. Eines der Hauptprobleme bei der Einführung „grüner“ Technologien sind ihre hohen Kosten, der große Zeitaufwand sowie die negativen Auswirkungen auf die Umwelt.

Zusammenfassend kann man betonen, dass in unserer Zeit der wichtigste Faktor für den Fortschritt in der Entwicklung der Gesellschaft sowie der individuellen menschlichen Bedürfnisse die Einführung innovativer „grüner“ Technologien ist. Damit die Innovation jedoch in naher Zukunft funktioniert, rücken die Umweltkomponente des innovativen Produkts in den Vordergrund, was bedeutet, dass neue Technologien neben ihrer hohen Effizienz und allem anderen wirtschaftlich vertretbar sein sollten. „Grüne“ Technologien können völlig die anderen Technologien nicht ersetzen, sondern sie verbinden Wirtschaft, Umweltschutz und verschiedene Technologien mit einander, was zu einer effizienteren und nachhaltigeren Entwicklung der zukünftigen Bevölkerung unseres Planeten führt [3].

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В статье раскрываются проблемы и преимущества набирающих большую популярность «зеленых» технологий. Автор показывает пути и методы, способствующие развитию подобных технологий, а также расширению возможностей и сфер их использования.

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O BRASIL NO RASTO DOS EUA

Após a Segunda Guerra Mundial e o golpe de 29 de outubro de 1945, os sentimentos nacionalistas começaram a se intensificar na sociedade brasileira, pois todos os segmentos da população perceberam a necessidade de industrialização, reforma e substituição do sistema econômico agrário por um sistema industrial. Como resultado do golpe de Estado bem sucedido e da derrubada da ditadura de Vargas pelas forças militares e seu papel, ainda que insignificante, na luta contra o fascismo, a autoridade do exército no país aumentou, o que lhe permitiu fortalecer sua posição e assumir um papel importante na política nacional e no governo do Brasil. Sob o lema de “retorno à democracia”, o verdadeiro motivo da derrubada de Vargas pelos militares foi seu crescente interesse pelo crescente movimento de esquerda, que poderia chegar ao poder. Na época da derrubada da ditadura, não havia pontos de contato na disposição política da elite militar. Alguns dos militares defendiam reformas e a proteção dos interesses nacionais do Brasil, enquanto outros se concentravam na estreita cooperação político-militar com Washington. A posição pró-americana nos meios militares deveu-se, em parte, à política externa norte-americana para a América Latina durante os anos de guerra e no pós-guerra, quando o lado americano buscou incluir as repúblicas em sua esfera de influência, criando, sob a liderança dos Estados Unidos, bloco político-militar comum no Hemisfério Ocidental para a luta contra as forças externas representadas pela União Soviética e as ideias socialistas. Assim, o historiador francês Alain Jox escreveu: “Durante a Segunda Guerra Mundial, os Estados Unidos estabeleceram o controle sobre o Hemisfério Ocidental e se propuseram a erradicar a ideologia nacionalista nas forças armadas, substituindo-a principalmente pela ideologia de “defesa da o hemisfério”. Os nazistas e depois a URSS.

Nas eleições presidenciais de 2 de dezembro de 1945, E. G. Dutra chegou ao poder, apoiado pelos dois principais partidos brasileiros – o Partido Social

Democrata e o Partido Trabalhista. Sua vitória deveu-se tanto às suas ideias nacionalistas sobre a necessidade de reformar o país, quanto, ao mesmo tempo, à sua orientação para Washington, que exigia uma ação mais ativa contra os comunistas. No início de sua presidência, E. G. Dutra começou a liberalizar a economia como prometido, concedendo empréstimos de longo prazo aos empresários e aumentando as tarifas de importação de produtos estrangeiros e outros. No entanto, com a mudança da situação no mundo provocada pelo início da Guerra Fria, o presidente do Brasil, inspirado pelos Estados Unidos, banuiu o Partido Comunista pela primeira vez em maio de 1947, e em 1948 expulsou os deputados comunistas do parlamento. Como resultado, o Brasil rompeu relações diplomáticas com a URSS em outubro de 1948. As forças de esquerda foram perseguidas, o aparato estatal foi burocratizado, a política social foi ineficaz e uma política externa abertamente pró-americana foi perseguida, o que causou descontentamento público.

Vargas aproveitou a situação e retomou suas atividades políticas. Ele criticou as políticas financeiras de EG Dutra. “O governo considera comunistas todos os que não querem falir, todos que precisam de empréstimos e financiamentos”, disse. “...Quem precisa da ajuda dos bancos é considerado um especulador.” Em seu programa político, defendia a criação de um Estado forte, capaz de se desenvolver de forma independente, sem a participação do capital estrangeiro. Em dezembro de 1950, Vargas venceu a eleição Vargas venceu a eleição graças ao apoio da população em geral, que o via como um defensor dos interesses nacionais do Brasil, e não um político que seguia integralmente o curso dos Estados Unidos. a restrição dos monopólios estrangeiros, a nacionalização dos recursos naturais e a industrialização.

As políticas de Vargas lhe trouxeram amplo apoio da classe trabalhadora. Por exemplo, em 1954 o salário mínimo foi dobrado. Isso expressa a disposição do governo para o diálogo com os trabalhadores. No entanto, tal política socioeconômica do presidente brasileiro começou a preocupar Washington. Brasil para os Estados Unidos, um acordo militar bilateral em março de 1952 para expressar sua proximidade. O fortalecimento das forças nacionais e liberais levou à reação tradicional – um golpe de estado organizado por civis e altos funcionários. Vargas renunciou, mas não se matou, atribuindo sua vontade às forças imperialistas contrárias ao rumo da independência do Brasil. O lado americano ficou satisfeito com o resultado: o vice-presidente J. Philo, que era um dos conspiradores e contava com o apoio do Departamento de Estado dos EUA, foi nomeado presidente. A pedido das forças de direita, Filho mudou de rumo para a nacionalização, reorientando-se para o apoio de grandes capitais locais e americanos. Os reformadores não gostaram disso, então um grupo de militares o forçou a renunciar como presidente em 8 de novembro de 1956.

Ações posteriores (1956 – J. Kubitschek, 1960 – J. Cuadrus) tentaram encontrar uma linha de compromisso político, realizando reformas, não incentivando a atividade das forças de esquerda e liberais, cuja atenção os Estados Unidos exigiam. Não que os Estados Unidos se preocupassem com a continuação da Guerra Fria, seu apoio e incentivo à saída de oficiais e generais da presidência. Cuadrus deixou o cargo de presidente seis meses depois de assumir o cargo. Pelas ações do presidente, que estabeleceu relações com a URSS e outros países socialistas e começou a desenvolver o comércio com eles, expressou apoio à revolução cubana.

Seu sucessor, o vice-presidente Goulart, teve amplo apoio não apenas dos moderados, mas também dos nacionalistas radicais. Sua promoção ao cargo favoreceu os líderes militares norte-americanos e brasileiros, que desconheciam a possibilidade de um ressurgimento do golpe, enquanto forças militares no sul do Brasil protegiam o vice-presidente. Sua política de reforma está amplamente alinhada com a Kennedy Alliance for Progress, que também busca promover a democratização e a reforma econômica e social em nível nacional. No entanto, seu apoio à Revolução Cubana e sua principal política para a ocupação americana da Ilha da Liberdade foi seu apoio à Revolução Cubana e sua principal política para a ocupação americana da Ilha da Liberdade. Assim, como as relações de resistência entre os dois países começaram a se deteriorar, e o fato de ser a primeira metade da década de 1960, os esquerdistas em Cuba levaram a um sentimento de resistência às políticas dos EUA na América Latina, levando a um sentimento público antiamericano. A situação no mundo surgiu da guerra e do conflito soviético-americano, a nova situação do mundo surgiu da guerra e em toda a região. A síndrome cubana tornou-se um fator decisivo em toda a política dos EUA na América Latina. Em decorrência do crescimento dos sentimentos de esquerda, inclusive entre os militares, os generais brasileiros, que coordenavam suas ações com a embaixada americana no Brasil, J. Goulart expulsou Goulart em 1º de abril de 1964, em 1º de abril de 1964, expulsou todos os deputados do parlamento em 11 de abril e nomeou um dos principais organizadores do golpe, o general V. K. Branco. Conseqüentemente, até 1985 o país estava sob regime militar. Todos os partidos políticos foram banidos e, um mês depois, o Brasil rompeu relações com a Cuba socialista.

As forças militares que chegaram ao poder poderiam servir aos interesses dos EUA. Os militares não podem, além de serem formados em universidades e faculdades americanas, contribuir para uma situação sociopolítica estável no país sem oposição e atração de capital estrangeiro. Ao mesmo tempo, o novo governo não se tornará um satélite dos EUA. Ficaram imediatamente convencidos de que a antiautoridade salvaria um dia, que faria da nação uma marcha para a cidade, que o poder seria outrora um antipoder de salvação nacional, outrora uma jornada política independente. Na esfera militar,

a liderança fortaleceu os laços com Washington, mas na esfera política nem sempre seguiu a linha norte-americana, pois não só os militares apoiaram o novo governo, chegando até mesmo a chamá-lo de “milagre econômico”. No entanto, suas políticas já haviam preparado o cenário para uma grave crise socioeconômica na segunda metade dos anos 1970 e 1980. A insatisfação com a política militar se espalhou para todos os setores da sociedade; Os membros das grandes companhias chegaram à conclusão dos membros das grandes companhias que os generais falharam em sua tarefa de reprimir o esforço pela força e esgotaram seus recursos.

As relações com os EUA na segunda metade das décadas de 1980 e 1990 foram geralmente tranquilas, embora ambos os países tenham recorrido a barreiras protecionistas. Durante os anos Sarin (1984–1988), o superávit comercial herdado do regime militar não apenas continuou, mas aumentou para quase US\$ 20 milhões. Tudo considerado, todo o período de dez anos de construção de instituições democráticas não mudou a satisfação do período que ela esperava.

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В статье раскрывается стремление и попытки Соединенных Штатов Америки влиять на политический курс Бразилии во второй половине XX в. Такая политика со стороны американских властей выражалась в свержении неугодных правителей и продвижении проамериканских, лояльных Западу лидеров.

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DIE BEDEUTUNG DER BIODIVERSITÄT

Der Begriff „Biodiversität“ ist ein junger Name für etwas sehr Altes: für die Vielfalt an Leben auf unserem Planeten – Individuen, Arten und Ökosysteme und ihre komplexen Interaktionen, aber auch Nutzierrassen und Kulturpflanzen sind Teil der biologischen Vielfalt. Damit sind auch Werte verknüpft, die durch wissenschaftliche, ökonomische, soziale, politische und ethische Perspektiven definiert werden. Das Ziel dieses Artikels ist die Analyse der Biodiversität für die Erhaltung der Stabilität in der Natur.

Der Terminus „biological diversity“ wurde 1986 erstmals vom US-National Research Council benutzt und später als „BioDiversity“ abgekürzt. „Bios“ stammt aus dem Griechischen und heißt „Leben“, „diversitas“ kommt aus dem Lateinischen und wird mit „Verschiedenheit“ übersetzt. Die Vielzahl an Bedeutungen macht den Begriff leicht missverständlich. Als Synonym dient oft der anschaulichere, aber engere Begriff der „Artenvielfalt“ [1].

Der Verlust der biologischen Vielfalt stellt eine existenzielle Bedrohung für die Menschheit dar. Denn mit der Zerstörung der Biodiversität nehmen die von der Natur bereitgestellten Leistungen, die so genannten Ökosystemdienstleistungen, stetig ab. Diese sind für das menschliche Leben unverzichtbar und können, wenn überhaupt, nur mit einem sehr großen technischen Aufwand und hohen Kosten ersetzt werden. Zu den Ökosystemdienstleistungen gehören zum Beispiel die Bereitstellung von Sauerstoff durch Pflanzen, die Regulierung des Nährstoffkreislaufs durch Kleinstlebewesen, wie Bakterien und Pilze, oder die Bestäubung von Wild- und Kulturpflanzen durch Insekten [2].

Wie wertvoll einzelne Arten für den Menschen sein können, zeigt sich besonders deutlich im medizinischen Bereich. Etwa 50.000 bis 70.000 Pflanzenarten werden weltweit für medizinische Zwecke verwendet. Jedes Jahr werden neue Pflanzenstoffe entdeckt, die einen medizinischen Nutzen haben [2].

Auch im Bereich der Landwirtschaft hat die Artenvielfalt eine große Bedeutung. Die so genannte Agrobiodiversität stellt die Grundlage für jegliche Produktion von pflanzlichen und tierischen Erzeugnissen dar. Die heutige Biodiversität ist das Ergebnis einer Entwicklung über Milliarden von Jahren. Die Aufgabe, die einzigartige Naturerbe zu bewahren, ergibt sich aus der Verantwortung gegenüber nachfolgenden Generationen und stellt das Fundament für eine hohe Lebensqualität dar [2].

Der Mensch ist Hauptverursacher des dramatischen Rückgangs der biologischen Vielfalt und durch das rasche Bevölkerungswachstum nimmt die Gefährdung stetig zu. Gründe für den Verlust der Biodiversität sind:

1. Monokulturen wie Mais, Ölpalmen, Zuckerrohr, Soja, Weizen oder Fichten bedecken großflächig ursprünglich artenreiche Landschaften. Auch Massentierhaltung lässt wenig Platz für Artenvielfalt.

2. Die Überfischung der Meere, die Übernutzung von Heilpflanzen und Tropenhölzern und die rücksichtslose Jagd auf Wildtiere haben bereits zahlreiche Arten dezimiert oder ausgerottet.

3. Die Unmengen von Abfall und Abwässer aus Haushalten und Industrie, der hohe Einsatz von Düngemittel und Pestiziden in der Landwirtschaft und die giftigen Abgase von Verkehr und Fabriken zerstören die Lebensräume von Tieren und Pflanzen.

4. Autobahnen und Bahngleise sind gefährliche Hindernisse für Wildtiere. Staudämme und Wasserkraftwerke versperren Fischen den Weg zu ihren Laichplätzen. Gewässer werden kanalisiert, Feuchtgebiete trockengelegt und Wald und Wiese in städtische Betonwüsten verwandelt.

5. Gebietsfremde, durch den Menschen eingeschleppte Arten können zu gefährlichen Konkurrenten einheimischer Arten werden. Einer dieser so genannten invasiven Arten ist der Nilbarsch im ostafrikanischen Viktoriasee. In den 1960er Jahren wurde der Nilbarsch dort ausgesetzt und verdrängte innerhalb weniger Jahre über 200 natürlich vorkommende Buntbarsch-Arten.

6. Der globale Klimawandel verursacht oder beschleunigt das Verschwinden bestimmter Pflanzen- und Tierarten [2].

Durch den Rückgang von Naturraumressourcen, menschliche Aktivitäten und die zunehmende Strukturverarmung der Landschaft verloren in den letzten Jahrzehnten viele Arten ihren Lebensraum. Von zentraler Bedeutung ist daher neben dem gesetzlichen Artenschutz der Biotopschutz. Das Leitprinzip „Artenschutz durch Biotopschutz“ muss auf verschiedenen Ebenen und durch ein breites Spektrum an Strategien angestrebt werden [3].

Es ist notwendig, verschiedene Studien durchzuführen:

1. Erfassung der Vorkommen gefährdeter Arten.

2. Untersuchung des Populationsverhaltens und der Ökologie gefährdeter Arten.

3. Vegetationskundliche und ökologische Untersuchungen gefährdeter Biotoptypen unter Einschluss von Vegetationskartierungen.

4. Biotopkartierungen zur Erfassung konkreter Biotope mit besonders schützenswerten Arten [3].

Es ist wichtig, die Artenvielfalt zu erhalten und einen Ausgleich für intensiv genutzte Flächen zu schaffen, wo immer dies möglich ist. Auf viele Lebewesen können wir Menschen nämlich nicht verzichten. Die Erzwespe beispielsweise

ernährt sich von bestimmten Schmetterlingsraupen, welche unsere Obstbäume oder auch Weintraubensorten beschädigen würden. Bienen bestäuben die Pflanzen, so dass wir Kirschen und Äpfel genießen können. Auch unscheinbare Lebewesen erfüllen bestimmte Aufgaben in ihrem Ökosystem, die nur eingeschränkt von anderen Arten übernommen werden könnten [4].

Vielfalt heißt Leben: Wir sind als Menschen unmittelbar von biologischer Vielfalt abhängig. Vielfalt heißt Stabilität: vielfältige Lebensräume sind stabiler und anpassungsfähiger als Monokulturen. Vielfalt heißt Vorsorge: Nur mit biologischer Vielfalt ist Evolution unter sich ändernden Bedingungen möglich.

Beinahe alle Staaten der Erde haben die Biodiversitätskonvention unterschrieben, die auf der Konferenz der Vereinten Nationen zu Umwelt und Entwicklung (UNCED) 1992 in Rio de Janeiro erarbeitet wurde. Sie zeigen damit, wie wichtig es ist, die Biodiversität zu erhalten. Des Weiteren ist auch die nachhaltige Nutzung einzelner Bestandteile der biologischen Vielfalt ein Ziel der Konvention [4].

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В статье автор раскрывает научное значение многообразия видов, а также описывает причины и последствия, к которым может привести уничтожение отдельного вида, влияющего на экосистему всего региона. Подчеркивается, что проблема сохранения и защиты многообразия видов приобрела глобальное значение и является одной из сфер деятельности международных организаций.

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FAIRY TALE AS A GENRE OF LITERATURE

The Oxford Dictionary gives the following definition of fairy tale: Fairy tale is a story about magic or fairies, usually for children [1]. A fairy tale can be both folk and literary. In most cases, the fairy tale is written in prose, but sometimes you can find fairy tales in poetic form. Usually the work reveals everyday (ordinary), magical or heroic themes.

There are two types of fairy tales:

1. Folk tale. These works belong to the epic genre of folk oral art. Unlike legends and epics, fairy tales do not claim to be historic, and if we compare them with myths, then fairy tales do not concern religion and other fundamental topics. A folk tale is an oral tale about fictional, often magical events in which good triumphs over evil, and all heroes are divided into good and bad. In folklore tales, folk ideas about goodness, justice, morality and the inner beauty of a person are revealed. The main feature of all folk tales is instructiveness. The classification of folklore tales includes:

- fairy tales about animals are those fairy tales where the main roles belong to animals. For example, “The Wolf and the Goats” (“Volk i kozlyata”), “Teremok”;

- magical fairy tales – stories in which the main characters achieve their goals with the help of various magical items or assistants. Examples are “Ivan Tsarevich and the Gray Wolf” (“Ivan-tsarevich i seryy volk”), “Geese Swans” (“Gusi-lebedi”);

- everyday fairy tales – these types of fairy tales are based on the social relations of the characters, and they also solve everyday problems. Examples of such fairy tales: “Porridge from an ax” (“Kasha iz topora”), “Kind Pop” (“Dobryy pop”) and “Soldier’s Overcoat” (“Soldatskaya shinel”).

2. A literary (author’s) fairy tale is a story written by a certain author, with a magical fantasy plot that takes place in a real or magical world, and both real and fictional characters can act as the main characters. The main distinguishing features of such a fairy tale is the presence of the author and the disclosure by the author of the moral, social, aesthetic problems of history and modernity. As examples of a literary fairy tale we can mention the fairy tales of Hans Christian Andersen (“The Ugly Duckling”, “The Little Mermaid”), Charles Perrault (“Cinderella”, “Little Red Riding Hood”), the Grimm Brothers (“Snow White”, “The Bremen Town Musicians”) and other authors.

Despite the fact that these two types are both 'fairy tales', they have both a number of similarities and a number of differences. Comparing them, we can distinguish the following:

1. The author of a folk tale is the people. Of course, folk art belongs to individuals, but it conveys the mass worldview and the mass psyche. In a literary fairy tale, the author is a certain writer belonging to a certain time, who endows the work with his creative individuality.

2. The main form of the existence of a folk tale is the oral form, by word of mouth; only after a long amount of time did the tales begin to be written down. While literary exists in written form.

3. If we consider the compositional structure of the literary work, in a folk tale we can distinguish the beginning, the main part and the ending. A literary fairy tale may not have these elements.

4. A folk tale can be of a certain genre. As listed above, folklore tales can be about animals, magical or every day. A literary fairy tale is not limited to any particular genre, but may include features of everyday life, fairy tales, and even features of fairy tales about animals.

5. As for heroes, in a folk tale, heroes are either positive or negative. The characters in a literary tale can be more fully described. For example, the author can reveal more fully the portrait, speech of the character, and also show the attitude towards other heroes.

As similar moments, one can single out the fact that both folklore and literary tales describe fictitious events, and magic objects may also be present. Both types can contain epithets, personifications and other artistic devices. And it is worth noting that they have an instructive orientation, i. e. seek to teach the reader goodness, justice, love.

As is known, a literary fairy tale is based on the features of folklore fairy tales and has absorbed certain elements of literary works. Therefore, some experts identify the literary fairy tale with folklore.

Thus, we can conclude that the fairy tale can be fully considered a literary genre, since it at least has a complex structure. That is, it includes an ideological or ideological-thematic content (you can define a theme and an idea), a composition in conjunction with a plot, an image system that includes not only images of characters, but also images-details, images-symbols, as well as language (speech style).

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В статье раскрывается проблема определения сказки как литературного жанра. Автор проводит сравнение фольклорной и литературной сказок, а также делает попытку разграничить национальные особенности сказок и сказки с интернациональным началом.

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THE INFLUENCE OF INFORMATION ON THE FORMATION OF PERSONALITY CONSCIOUSNESS

The XXI century is the age of information technology, and knowledge itself in our world plays an essential role in the development and formation of personal consciousness and self-knowledge of a person. Accordingly, all the information we have acquired helps us to coexist harmoniously in our society [1].

Information training is very important nowadays, because in the future it will help us to analyze and disseminate the available information. And this is an important stage for the formation of personality [1].

In the world there are many different ways to influence a person with information: manipulation, suggestion, etc. These skills allow any of us who can correctly handle and submit information, to control another person.

Information, of course, is a means of forming a person's consciousness: their views, feelings, understanding and other processes through which they pass. It remains only to understand what information is and how it affects the formation of human consciousness.

The fact that the perception of information is associated with its processing in the human brain leads to extremely important features of this perception. A newly born child sees the surrounding objects as meaningless at first, but as the experience of communicating with them accumulates, their vision becomes filled with meaning and understanding of what is what. Then, with the growth of experience, education and upbringing, a child, a young man, an adult begins to perceive the information coming to them in accordance with the development

of their consciousness. Human consciousness arises as a result of our upbringing, education and development in human society.

A vivid illustration of the fact that our perception of information is essentially determined by consciousness is demonstrated by the mathematical Theory of Information. It adopts the simplest model of information transmission, consisting of an information source and an information receiver. At the same time, both the form and the content of the information are completely ignored. Before receiving the information, the receiver is in a state of uncertainty, and the arrival of information reduces this uncertainty. Hence the following definition arises: information is what reduces uncertainty.

Information itself as a kind of knowledge has many expressions and classifications. It can be presented in the form of text, drawing, sound signal, can be expressed in human facial expressions, smell and taste. The information can be presented in the form of a written letter or a voice message. It can manifest itself through a mathematical equation or a video filmed on a dear day to a person. Despite such a large number of diverse means and ways of interacting information with a person every day of our lives, we still learn something new.

However, considering the consciousness of the individual, it can be understood that without information, their development is simply impossible. After all, human consciousness is a meaningful and understandable existence of the natural world, as well as its role and significance in this world.

If we consider the influence of information on the consciousness of a person since its appearance, then we can understand that every child begins his development with tactile information. He touches various toys that have different shapes and sizes. Due to this, conditional images and definitions of this thing are formed in the mind. The next stage in his development is the distinction of colors and the formation of a color scheme; in this case a new kind of information appears in his consciousness, which is responsible for colors and images.

Another important stage of personality formation is the impact of verbal information on it. This type of information, in our opinion, is the most important and necessary for the further life of the child. It will accompany him for the rest of his life.

As it is known, the process of formation of personality consciousness continues throughout almost the entire life of a person. Every day, regardless of our desire, we learn more and more new information. At an older age, we can already understand for ourselves: which information has the greatest impact on the formation of our personality, and which plays a supporting role. However, there are periods in our life during which we gain basic knowledge about the world, its essence, and at the same moment of our life we are in the greatest

connection with society. By observing, interacting and taking part in our actions, we receive the information that in the future will help us to be calm in society and determine our further circle of communication.

Now there is a new communication system that has made significant changes in modern culture, turning it into an informational one and having a considerable impact on consciousness and, consequently, on human life.

Dynamic and guided informational influence leads to the fact that a person begins to live more and more not in the real world, but in the world of informational phantoms. At the same time, the experience and value system acquired and mastered by consciousness are not naturally matured in the course of historically conditioned social relations, but artificially implanted in them by specialists in the field of information technology in accordance with the goals of the customer – the state, private companies and individuals. The analysis of the nature of human consciousness (and consciousness in general) in its entirety makes it possible to understand how, with the help of information and communication technologies, the internalization of the information provided by them is carried out in the human mind, turning it into knowledge, which, through exteriorization, makes it possible to construct a social reality.

Having analyzed the above, we can understand that information and consciousness of the individual act in a continuous tandem, forming our worldview and self-awareness. Information helps in the formation of human behaviour, carrying it out by means of familiarization with our cultural characteristics. And also gives people the opportunity to determine the type of future activity that suits them best or likes [1].

Thus, it turns out that in our post-industrial society, filled with technological progress and various approaches to the development of society, information plays an important role. It accompanies us at every stage of development. Thereby fulfilling its main function – the formation of the consciousness of the personality – helps us to successfully adapt to the conditions of modern life.

Information is the property of matter to be organized, i. e. to have structure and properties. Any information is material in its form of existence and immaterial in its content. The materiality of the form is revealed by the human senses, and the content is revealed by his consciousness. All existing information can be divided into two types. The first information – natural – owes its origin to the material objects and phenomena of the world around us. This information is objective, and its perception is subjective. It is a manifestation of the existence of the material world, which speaks about the properties of its objects and phenomena. The second information is a product of human consciousness. It is represented by human languages, facial expressions, gestures, visual or sound means, as well as other material objects created by people. In terms of content, such information can be anything, i. e. everything

that a person is able to think about, so it is difficult to find a single all-encompassing definition for it. However, some large groups of information can be combined into separate concepts such as: information, data, communication, mass media, etc.

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Раскрываются проблемы, связанные с информационными технологиями, которые играют существенную роль в развитии и формировании личностного сознания и самопознания человека.

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CÓMO LA FILOLOGÍA HISPÁNICA CAMBIÓ MI VIDA

Recuerdo como si fuera ayer el momento en el que decidí estudiar Filología Hispánica en la universidad. Estaba en la aterradora selectividad, justo a punto de entrar a hacer el examen de biología. Me di cuenta de que, por muy interesante que fuera la mitosis, no me hacía crecer como persona. Así que me aventuré a estudiar las palabras que configuran nuestra lengua y cómo soñamos, pensamos y nos enamoramos con ellas (y de ellas).

El primer año, llegué con muchos miedos. Las primeras asignaturas nos hicieron plantearnos muchas preguntas. ¿Qué es lo que entendemos por literatura? ¿Vale todo? ¿Cuántas maneras de comunicarse hay en el mundo? Vimos que, por muy diferentes que fueran nuestros modos de hablar o los temas de nuestras mejores novelas, los seres humanos estamos unidos por la capacidad del lenguaje, por nuestra imperiosa necesidad de comunicarnos y por el anhelo de tener algo que decir, de tener una historia que contar por escrito a los que vendrán.

Nos adentramos poco a poco por el sendero del latín y su enrevesada estructura. Y así, entre *rosa*, *rosae*, decliné mis viejas amistades y asenté las bases de unas nuevas. El latín está considerado una lengua muerta, pero sus enseñanzas están hoy muy vivas. Conocer el origen de las palabras que forman hoy nuestro vocabulario facilita la comprensión de los textos, ya que permite deducir el significado de palabras que, pareciendo desconocidas, resultan ser de

la misma familia. Pasa un poco lo mismo con la gente: el significado de los actos de las personas se entiende mucho mejor si uno sabe de dónde vienen.

Tuvimos también clases de historia, de arte y de filosofía y aprendimos un nuevo idioma (en mi caso, el italiano). Decían que era importante contar con una formación humanística lo más amplia posible. Y qué razón tenían... ¿Cómo puede ser admirado el genio creador si uno se centra en el estudio de la literatura, pero no presta atención al mármol de Carrara? Es necesario conocer el contexto histórico que rodea las obras para poder entender mejor la enseñanza que nos transmite, la perla de sabiduría que nos lega su autor.

Tuvimos una profesora de filosofía muy particular. Aunque nos suspendió a la mitad de la clase después de haberse pasado todo el cuatrimestre presumiendo de aprobar a todos sus alumnos, iluminó pensamientos que a día de hoy siguen viviendo en mí. Gracias a su heterodoxia, pudimos emocionarnos viendo cómo Erasmo de Rotterdam apostaba por que cada uno viviera la religión a su manera, cómo Unamuno definía su existencia como una constante lucha entre razón y corazón. Descubrimos a las pensadoras feministas, con sus constantes preguntas incómodas y desafiantes, tan necesarias para hacernos evolucionar.

Las clases de literatura fueron, en su mayoría, apasionantes. Los textos literarios nos abrazaron y nos hicieron sentir en casa. Si algo aprendimos es que, como especie, a pesar de nuestras innovaciones tecnológicas, hemos evolucionado poco. Seguimos haciendo locuras por amor, temiendo a la muerte y creyendo en nuestra supremacía: a pesar de que todos sufrimos a veces la enfermedad de amor y que *nuestras vidas son los ríos que van a parar al mar*, tenemos fe ciega en nuestro progreso.

Vimos cómo los distintos sistemas de opresión censuraban las obras literarias. Quizá, a pesar de su poca humanidad, tenían algo de inteligencia: los censores fueron capaces de detectar el poder revolucionario de las letras, del perspectivismo que ofrecen, del abanico de valores que enseñan y de la búsqueda de uno mismo a la que tanto alientan.

Uno de los mejores hallazgos que hice fue la cuentística, pero para adultos. De pequeña, me encantaban los cuentos. Me fascinaba cómo me transportaban a un mundo donde todo era posible. Recuerdo ir al colegio y hablar con mis amigas de cuentos que todas conocíamos... Es increíble el poder de cohesión que tienen las hojas de un libro. A veces aún siento ese poder: cuando voy en el autobús y veo a una persona leer un libro que me ha hecho crecer, siento que nuestras almas están de algún modo conectadas para siempre.

Había, la verdad, asignaturas para todos los gustos. Los más matemáticos, podían deleitarse con las clases de Biolingüística, donde se aplicaba el método científico y se veía cómo la lingüística se fundamenta en la biología. El lenguaje es propio de nuestra especie, así que alguna relación tienen que tener... Los que querían hacerse preguntas, podían matricularse en Lenguaje y Comunicación:

la lengua oral necesita de otros recursos, como la entonación o la expresión facial, para comunicar un mensaje pleno. Además, las lenguas signadas, propias de cada cultura, tienen la misma riqueza lingüística que las orales.

En Morfología, aprendimos la importancia de los prefijos y sufijos en la creación de nuevas palabras. El mundo va cada vez más rápido y, constantemente, se crean nuevas realidades que necesitamos nombrar de acuerdo con las reglas que rigen nuestra gramática. La Sintaxis nos hizo ver cómo el cerebro ordena la información al leer y al escribir, cómo entendemos los mensajes en función de su estructura y la importancia de cuidar nuestra manera de expresarnos. Solo siguiendo las normas implícitas de nuestro idioma podemos comunicar, sin generar confusiones, las cosas importantes.

Todas las enseñanzas que me llevo de mi etapa universitaria han contribuido a construirme como persona. Solo profundizando en el campo semántico del conocimiento, podremos encontrar el significado de nuestra existencia.

Испанская филология входит в состав гуманитарных наук. Формально она охватывает испанское литературное наследие и анализ его языковых ресурсов. Однако, углубившись в тексты, которые изучаются в аудитории, можно открыть для себя более трансцендентные знания, которые, возможно, помогут получить ответ на вопрос о нашем хрупком человеческом существовании.

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FUNDAMENTALS OF THE ADMINISTRATIVE AND LEGAL STATUS OF PUBLIC ASSOCIATIONS

Currently, public associations are one of the most common organizational and legal forms of non-profit organizations in the Republic of Belarus.

According to Part 1 of Article 1 of the Law “On Public Associations”, a public association is a voluntary association of citizens, which, in accordance with the procedure established by law, united on the basis of common interests to meet non-material needs and achieve statutory goals [1].

International, republican and local public associations may be established on the territory of the Republic of Belarus.

Public associations and unions that are established on the territory of the Republic of Belarus and their activities are directed not only within the Republic of Belarus, but also several foreign states, unless otherwise provided by Law, are recognized as international.

Republican public associations are non-profit organizations whose activities extend to the entire territory of the Republic of Belarus.

Public associations and unions whose activities extend to the territory of one or more territorial units of the Republic of Belarus are recognized as local [1].

Public associations have a special administrative and legal status, which is aimed at meeting the non-material needs of citizens, as well as protecting their rights and legitimate interests. The content of Article 5 of the Constitution of the Republic of Belarus states that these non-profit organizations contribute to the identification and expression of the political will of citizens, and this is the prevailing feature of political pluralism in Belarusian society. The administrative and legal status of public associations is their legal status in the field of public administration. The elements of the administrative-legal status are considered to be a set of rights and obligations, administrative legal capacity and administrative capacity.

The rights of public associations are contained in Chapter 4 of the Law “On Public Associations”, one of which is the implementation of activities aimed at achieving statutory goals; the creation of unions; protection of the rights and legitimate interests, as well as representation of the legitimate interests of members in state bodies and other organizations, etc.

Public associations and unions have a number of principles by which they are guided in carrying out their activities and they are contained in Article 4 of the Law “On Public Associations”. These include the principles of legality, voluntariness, equality, independence and publicity [1]. The principle of legality presupposes the creation of public associations and unions in accordance with this Law or other legislative acts, and their activities are guided exclusively by the Constitution of the Republic of Belarus, the Law “On Public Associations”, other legislative acts and their constituent documents. This principle has the most general and comprehensive character, the content of which is expressed in the strict and full implementation of the prescriptions of legal norms by all subjects of law.

The principle of voluntariness indicates the initiative nature of the creation of public associations and defines the legal guarantees that are necessary for their further activities. The principle of equality determines the existence of equal rights and obligations for each member of a public association, union, regardless of their status, territory of activity, goals and objectives performed. In addition, it allows you to join membership regardless of gender, race, nationality, language, attitude to religion or place of residence. The principle of

independence indicates the independent decision of its members on the issues of the association's activities. This principle is characterized by an independent and free choice of members of the formation of their internal structure, tasks to be solved, goals, forms and methods of activity.

The principle of publicity is a guaranteeing mechanism of democratization and public life. The essence of publicity includes the possibility of obtaining reliable, most complete and accurate information about a public association and its activities; free movement of social information in society related to the activities of a public association; expression of public assessment and opinion regarding the activities of a public association.

Duties are one of the immanent properties of the administrative and legal status of public associations. These include compliance with the legislation of the Republic of Belarus, generally recognized principles and norms of international law concerning the scope of its activities, as well as the norms provided for by its constituent documents. Administrative legal capacity implies the potential ability of the subject of law to use the rights and freedoms established for him, as well as to bear legal obligations in the field of administrative law, while administrative legal capacity implies the ability of the subject of law to exercise the rights and perform the duties provided for by administrative and legal norms and to bear responsibility.

According to Article 8 of the Law "On Public Associations", public associations are created on the initiative of citizens of the Republic of Belarus who have reached the age of 18, with the exception of youth and children's public associations, where the age of entry reaches 16 years. Public associations must necessarily be registered by the Ministry of Justice, which is typical for international and republican public associations. Registration of local public associations is carried out by the main directorate of the regional, Minsk City Executive Committee. Not only the Constitution of the Republic of Belarus, but also the Law "On Public Associations" contains an article that categorically prohibits the activities of unregistered public associations, as well as public associations promoting war or extremist activities on the territory of the Republic of Belarus [1].

Article 10 of the Law "On Public Associations" regulates that the highest body of a public association, union is a congress, conference, general meeting or other meeting of members of a public association. The liquidation and reorganization of a public association and a union is approved in Article 19 of the Law "On Public Associations". Liquidation is carried out by a decision of the supreme body of a public association, union or by a court decision in cases provided for in Article 29 of the same Law, reorganization is carried out by a decision of the supreme body of a public association, union in accordance with the procedure established by legislative acts.

Thus, the formulation of the administrative and legal status of a legal entity includes a set of rights and obligations, administrative legal and legal capacity. A public association is one of the important subjects of administrative law, which contributes to the idea of political pluralism in the Republic of Belarus, and the principles discussed earlier, which they are guided by, are the so-called foundation, the basis for the creation of such a non-profit formation and are the defining provisions for the implementation of their activities.

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В статье раскрывается понятие общественного объединения, которое является полноценным субъектом административного права. Административно-правовой статус общественного объединения включает в себя определенные права и обязанности. При осуществлении своей деятельности данная категория субъектов руководствуется определенными принципами (правилами), необходимыми для надлежащего исполнения возложенных на них обязанностей.

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ARTIFICIAL SKIN

Nowadays, there is an enormous clinical demand for organ donors. The increasing of population life expectancy has caused a raise of the number of people who need a transplant, limiting their availability. Only in the United States, eighteen patients die daily while they are waiting for an organ. It is related to the fact that every ten minutes one patient is added to the organ transplant waiting list, which only in this country exceed 113,000 people.

In the last few years, the huge advances in different sciences such as biology, medicine, chemistry, material science and engineering, have opened a new way for the discipline called tissue engineering (TE). This name was officially coined by the National Science Foundation of Washington in 1987.

The TE main target is the design of tissues and organs able to keep, repair or enhance the functions of their original ones.

The skin, the biggest organ in the human body, creates a barrier between external and internal environment, it also contributes to regulate the organism temperature, to keep the homeostasis, to participate in the mechanisms of sensorial perception.

When the skin is damaged or harassed, all these functions are lost in the affected area. However, thanks to the presence of stem cells, the epidermis has the ability of self-regeneration to a certain extent. In the deepest wounds, such as second- or third-degree burns, the healing cannot be completed and chronic injuries are produced, leading to important disabilities or even causing death.

An ideal skin substitute should adhere, vascularise, and integrate quickly, contain both epidermal and dermal components, provide permanent and definitive wound closure, be autologous, resist infection, be easy to prepare, handle well, easy to apply, cost-effective, and resist mechanical shear forces.

Among all the bioengineered artificial skin substitute (BASS) currently available, cellular and natural substitutes have been proved to be the most effective. Furthermore, if the cellular origin is autologous, the feared immunological rejections are ruled out and infections are reduced.

Regarding the 2D skin model, epidermis and dermis, two cell types are mainly needed, keratinocytes for the epidermis and fibroblasts for the dermis. In most cell isolation protocols, both layers are separated by physical and enzymatic treatments, the latter is usually carried out with trypsin. Subsequently, a new two-step method was described in which the tissue was digested with a protease prior to treatment with trypsin. This procedure was shown to decrease fibroblast contamination and improve the viability of keratinocytes.

Currently, there are also BASS designed to model skin diseases, which gives researchers and doctors access to closely analyze the disease at various levels.

Up to the date not all the desired tests can be combined with the use of artificial skin *in vitro*. It is an area that finds itself in great development.

The best rated and most reliable data in these studies are those carried out directly on humans *in vivo*, however, it is not sometimes possible, especially in the initial steps of obtaining a new pharmaceutical product. That is why for years these experiments have been put into practice on animals. For example, pig ear skin is considered an appropriate model to make the attempt to permeability type tests.

Another animal model used is the skin of the hairless rat and the skin of the hairless mouse. Analysis of percutaneous absorption of compounds on both showed that the *in vitro* skin of these animals provided measures not comparable with the data obtained in human skin *in vivo*. Frequently, the data obtained from experiments carried out in animal models have limited validity. It is due to the differences in metabolism as well as in the anatomy of the organism.

Alternative materials for scaffolds are therefore being sought, and silks have been proposed as potential candidates. Despite centuries of use as sutures or wound coverage in order to stop hemorrhages and promote wound healing, silks have recently been rediscovered as useful biomaterials for many applications in clinical repair and as scaffolds for tissue engineering. Spiders can produce a variety of silk in different silk glands for production of webs, such as orb webs, cocoons or dragline silk.

There are numerous indications that silks might be proper material for tissue engineering. Spider silks display excellent mechanical features that even rival man-made, high-tech fibres: Spider dragline silk is 5 times tougher than Kevlar because it is more extendible and its strength of 1.1 GPa approaches that of steel. Silks are stable at a large temperature range up to 250 °C, flexible and insoluble in many organic and aqueous solvents as well as weak acids and bases but nevertheless, they seem to be slowly biodegradable.

Another critical success factor for clinical use is biocompatibility. Spider silks do not have an immunogenic sericin coat like native silkworm silks and previous studies by Vollrath showed that *Nephila* spp. dragline silk causes just a minor immunogenic response when implanted subcutaneously in pigs.

Furthermore, research has suggested that silk protein promotes cell attachment and growth as high as collagen and is ideal for the viability, growth and function of the cells.

Spider silk fibres appear also as being useable as a matrix for permanent wound closure. As it could be shown that spider silk supports the proliferation and guides migration of keratinocytes and fibroblasts, shorter periods of skin substitute preparation may be provided by cell seeding and short culture periods to guarantee stable cell attachment. Due to their tensile strength and elasticity, they might contribute to mechanical stability and flexibility of the graft. However, further studies in this set-up should be encouraged as spider silk might turn out to be a close-to-ideal wound coverage.

Currently, there are still some challenges to be solved in the development of skin substitutes. A great challenge for researchers is the enormous complexity of this organ, aspects such as vascularization, sensory reception are still lacking. The bio-printing technique seems to guarantee that the vascularization aspect will soon be advanced. In addition, to improve sensitivity, materials such as graphene, carbon nanotubes or nanowires are tested.

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Статья посвящена проблеме культивирования различных клеток кожи для получения искусственного заменителя кожи на перекрестно сплетенных волокнах паутиного шелка. Авторы анализируют исследования в области тканевой инженерии, а также раскрывают проблемы, которые необходимо решить при разработке заменителей кожи.

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THERMONUCLEAR FUSION AS A TECHNOLOGY OF THE FUTURE

1.1. What is ‘Thermonuclear Fusion’?

Thermonuclear fusion is the synthesis of heavier atomic nuclei from lighter ones in order to obtain energy, which unlike explosive thermonuclear fusion (used in thermonuclear explosive devices) is of a controlled nature. Controlled thermonuclear fusion differs from traditional nuclear power as the latter uses a decay reaction, during which lighter nuclei are obtained from heavy nuclei. Deuterium (2H) and tritium (3H) will be used in the main nuclear reactions that are planned to be used for controlled thermonuclear fusion, and in the longer term, helium-3 (3He) and boron-11 (11B) will be used.

1.2. History

Historically, the issue of controlled thermonuclear fusion at the global level arose in the middle of the XX century. Igor Kurchatov is known to propose the cooperation of nuclear scientists from different countries to solve this scientific problem during his visit to the British nuclear Center “Harwell” in 1956.

For the first time in the Soviet Union Soviet physicist Oleg Lavrentiev who proposed its constructive solution defined the problem of controlled thermonuclear fusion. Besides, such outstanding physicists as Andrei Sakharov and Igor Tamm, as well as Lev Artsimovich, who headed the Soviet program for controlled thermonuclear fusion since 1951, made an important contribution to solving the problem.

1.3. Physics of the Process

Atomic nuclei consist of two types of nucleons – protons and neutrons. They are held together by the so-called strong interaction. If nucleons are added to light nuclei or nucleons are removed from heavy atoms, then this difference in binding energy will be released as the difference between the cost of carrying out the reaction and the kinetic energy of the released particles.

The kinetic energy (energy of motion) of particles passes into the thermal motion of atoms after the collision of particles with atoms. Thus, nuclear energy manifests itself in the form of heating.

A change in the composition of the nucleus is called a nuclear transformation or nuclear reaction. A nuclear reaction with an increase in the number of nucleons in the nucleus is called a thermonuclear reaction or nuclear fusion. A nuclear reaction with a decrease in the number of nucleons in the nucleus – nuclear decay or nuclear fission.

1.4. Fuel types

Reactions involving protons, which play a major role in the processes of nuclear fusion in the Sun and other homogeneous stars, are of no practical interest in terrestrial conditions, since they have too small a cross section. For the implementation of thermonuclear fusion on earth, deuterium is a more suitable type of fuel, as mentioned above. But the most probable reaction is realized in an equicomponent mixture of deuterium and tritium (DT mixture). Unfortunately, tritium is radioactive and, due to its short half-life ($T_{1/2} \sim 12.3$ years), practically does not occur in nature. It is obtained artificially in fission reactors, as well as a by-product in reactions with deuterium. However, the absence of tritium in nature is not an obstacle to the use of the DT synthesis reaction, since tritium can be produced by irradiating the isotope ${}^6\text{Li}$ with neutrons formed during synthesis: $n + {}^6\text{Li} \rightarrow {}^4\text{He} + t$. If you surround the thermonuclear chamber with a layer of ${}^6\text{Li}$ (natural lithium contains 7 % of it), then you can fully reproduce the consumed tritium. Although in practice some of the neutrons are inevitably lost, their loss is easily compensated by introducing an element such as beryllium into the shell, the nucleus of which, when one fast neutron hits it, emits two.

1.5. ITER

International Thermonuclear Experimental Reactor (ITER) is an international nuclear fusion research and engineering megaproject aimed at replicating the fusion processes of the Sun to create energy on the Earth. Upon completion of construction of the main reactor and first plasma, planned for late 2025, it will be the world's largest magnetic confinement plasma physics experiment and the largest experimental tokamak nuclear fusion reactor. It is being built next to the Cadarache facility in southern France. ITER will be the largest of more than 100 fusion reactors built since the 1950s, with ten times the plasma volume of any other tokamak operating today.

Construction of the ITER complex in France started in 2013, and assembly of the tokamak began in 2020. The initial budget was close to €6 billion, but the total price of the construction and operations is expected to be from €18 to €22 billion; according to other estimations, the total cost is between \$45 billion and \$65 billion, though these figures are disputed by ITER. Regardless of the final cost, ITER has already been described as the most expensive science experiment of all time, the most complicated engineering project in human history, and one of the most ambitious human collaborations since the development of the International Space Station (€100 billion or \$150 billion budget) and the Large Hadron Collider (€7.5 billion budget).

1.6. Pros and cons of technology

Any technology has its pros and cons; otherwise, it is not a technology.

To date, this technology is under active development, but there are already working prototypes that prove that this technology can be implemented on an industrial scale. Currently, one (and the only one nowadays) power plant is being built, which will use thermonuclear fusion to generate energy.

Advantages:

- low cost of the received energy;
- environmental friendliness (does not produce harmful emissions);
- heavy hydrogen is usually used as fuel, which after processing does not require additional costs for processing or disposal of waste;
- high energy efficiency.

Disadvantages:

- a higher level control of the equipment condition is needed;
- in case of an accident at the plant, the consequences will be much worse than at a nuclear power plant;
- large dimension, construction complexity and a variety of measuring equipment lead to an increase in construction time

Conclusion. Many people will be scared and will be against using this technology. People are usually afraid of what they do not understand but we should realize that those who study and develop something new are pretty well versed in the issue. Moreover, scientists are currently trying to study the problem in as much detail as possible and think in advance about all the outcomes and cases of preventing consequences in emergencies. Of course, their first task is to know how to avoid an accident. It is for this reason that it is necessary to initially understand the topic, and then draw conclusions. If the test is successful, the technology of controlled thermonuclear fusion will make a huge breakthrough and will radically change the world. People have always tried to get a source of inexhaustible energy, and every year science is discovering more and more energy-efficient sources. Unfortunately, according to the laws of nature, it is not possible to create an unlimited energy source, but humanity can produce energy with high efficiency and almost without unnecessary losses.

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В статье рассматриваются технологии будущего. Для обзора была выбрана технология управляемого термоядерного синтеза, выделены ее плюсы и минусы, а также область применения. Сделаны выводы, подтверждающие актуальность и необходимость изучения управляемого термоядерного синтеза.

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**IT AND INFORMATION COMMUNICATIONS TECHNOLOGIES
IN REAL LIFE**

The development of human civilization, new knowledge, technology and their implementation in all sectors of the economy is inextricably linked with scientific and technological progress. Previously the status of a state, its international or economic standing were determined by its access to natural resources, in the modern world it is all about the level of its technological development. Today, the IT industry is the most promising industry.

Belarus has established itself as Eastern Europe's IT hub over the last few years. According to the Global Services 100 rating, the Republic of Belarus is ranked 13th out of 20 leading countries in the field of IT outsourcing and high-tech services.

The top 100 largest global companies in this area include companies with Belarusian roots: EPAM Systems, IBA Group and Intetics Co.

People mistakenly think that IT and information communications technologies (ICT) are complex programs that are not connected with their daily lives, but it is far from the truth. All companies and institutions have to work with computers and gadgets for their projects. The software is involved in almost every sphere of today's life, starting with a simple weather forecast, ending with the space exploration.

The IT sphere affects the development of medicine beyond recognition, which helps to save thousands of people's lives. Computers have long been used in medicine. Many modern methods of diagnosis are based on computer technology. Such methods of examination as ultrasound or computed tomography are generally inconceivable without a computer. But even in more "old" methods of examination and diagnosis, computers are invading more and more actively. Thanks to the development of technology, many things that people could not do before are available now. Computers and IT systems help doctors and hospitals deliver effective health care to patients.

By the end of 2019, 592 healthcare institutions had switched to electronic prescriptions. There is a telemedicine system for digital mammography operated by the consulting center of Minsk City Cancer Hospital and seven municipal polyclinics. Belarus is actively working to promote electronic healthcare and to switch to integrated electronic medical records containing all medical information about the patient, starting from the day of birth.

Another significant theme is education. Today, a new link is being introduced into the traditional training scheme – a computer, and computer training is being introduced into the school consciousness. One of the main parts of informatization of education is the use of information technologies in educational disciplines.

The Electronic School project offers online services Electronic School Diary/Electronic Class Register to maintain electronic records of students' academic performance and to store these data in archives. It greatly simplifies teachers' work and gives opportunities to parents to track attendance and monitor the progress of their children.

Growth promotion and education through video conferences, e-mail, electronic meetings, group applications and usage of electronic lecture sessions facilitate training of remote e-mail. Access to the huge volume of documents and references facilitates the implementation of collective projects regardless of geographic and physical distance between individuals and groups.

The country's schools are implementing access control systems that allow real-time identification of all school visitors, students and staff. Development of the common information space continues. It involves a wide use of electronic learning tools (educational content), development of information and analytical services to facilitate cooperation between educational institutions, management and the public, upgrade of material base (interactive whiteboards, personal computers, tablets, and other devices) across the country to guarantee the application of new technological solutions.

The field of physical education and sports can make a significant contribution to the role that technologies play in our lives by carefully considering the benefits and liabilities of new information technologies on the

whole person, body as well as mind. Information technology plays vital role in the human being in particularly in field of sports and games. It helps to avoid mistakes in organization and administration of various sports and games at world level. Information Technology in Sports has established scientific discipline, research activities, improve learning and coaching and field research have evolved. Information communications technology is being used today for a variety of sports-related activities, including the assessment of sports injuries or detecting false starts in races. Digital technology enables people in sports to play better and assists designers in creating a higher grade of sporting aids/equipment. Athletes and sporting goods companies can take advantage of innovative technologies to improve their performance or enhance their product line. For example, sports fans subscribe to feeds to keep up with the latest information about their favorite teams while stadiums use computer applications for goal line technology.

In conclusion, IT technologies have become a serious part of economy. Almost all firms and consumers use computers and Internet connection for economic purposes, such as providing consumers with a more diversified and customized products, improving product quality, and selling goods and services. Evidently, the extension of information communications technology and its influences on economic growth in both developed and developing countries has increased very fast during the last two decades. A person without modern technology can't do a day or even just leave the house, because in everyday life people get a lot of information in one day, which they write and carry with them in phones, laptops, etc.

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В статье представлены актуальные и современные пути развития IT-технологий, их практическое применение и вклад в развитие таких сфер, как медицина, образование, спорт и др.

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INKLUSION IN DER SCHULE: PRO UND CONTRA

Die gestiegene Bedeutung inklusiver Bildung für Gesellschaften und Individuen wird global, national, regional und lokal von verschiedensten AkteurInnen hervorgehoben und medial sehr breit rezipiert – und zunehmend auch wissenschaftlich multidisziplinär diskutiert. Durch Initiativen wie „Education for All“ (UNESCO, 2015), die Konvention über die Rechte von Menschen mit Behinderung der Vereinten Nationen (UN-BRK, seit 2006), welche Inklusive Bildung als Menschenrecht verankert, wird das Thema Inklusion verstärkt in Bildungspolitik und -praxis aufgegriffen. Inklusive Bildung wird zur globalen Norm und zum einklagbaren Recht entlang des Lebenslaufs, da alle Kinder eine Ausbildung und Weiterbildungsmöglichkeiten verdienen, die ihre unterschiedlichen Talente fördert und sie zu selbstbestimmten, toleranten und verantwortungsvollen Persönlichkeiten werden lässt. Im vorliegenden Artikel werden Vorteile von inklusiver Bildung und Schwierigkeiten bei der Inklusion in der Schule vorgestellt.

Die Schule ist der wichtigste Bildungsort. Kinder und Jugendliche verbringen viele Jahre hier und die Umsetzung von Inklusion ist ein großes Thema. Der Begriff „Inklusion“ kommt aus der lateinischen Sprache und bedeutet wörtlich übersetzt „Miteinbezogenheit“, „Einschluss“ oder „dazu gehören“. In der Schule bedeutet Inklusion, dass Kinder mit und ohne Förderbedarf gemeinsam lernen und können ihre individuellen Fähigkeiten voll entfalten. Im Klartext bedeutet das: gemeinsamer Unterricht für Kinder mit und ohne Behinderung.

Warum es bei Kindern einen Förderbedarf gibt, kann ganz unterschiedliche Ursachen haben. Dazu gehört zum Beispiel: eine körperliche oder motorische Beeinträchtigung, eine Seh- oder Hörbeeinträchtigung, eine chronische Krankheit, Schwierigkeiten beim Lernen, Schwierigkeiten beim Sprechen, außergewöhnliche emotionale Entwicklung und auffälliges Sozialverhalten, autistisches Verhalten. Die inklusive Schule geht von unterschiedlichen Bildungsanforderungen und Bedürfnissen aus und der Unterricht orientiert sich an den jeweiligen individuellen Fähigkeiten des Kindes. Die Unterrichts-umgebung passt sich räumlich, materiell, methodisch und personell an die unterschiedlichen Bedürfnisse und Lernfortschritte der Kinder an. Beispielsweise können sich Kinder mit Sehbehinderung über ihren Computer mit der elektronischen Tafel verbinden, für Kinder mit Hörbehinderung wird auf

gute Raumakustik geachtet. Gleichzeitig lernen Kinder in ihrer jeweiligen Geschwindigkeit und Intensität am selben Lerngegenstand im gemeinsamen Klassenverbund. So bekommen SchülerInnen, die langsamer lernen, Lernstoff oder Lernformen, die zu ihnen passen. Das können zum Beispiel besondere Arbeitsblätter oder Gruppenarbeit sein. Kinder, die sehr schnell lernen, bekommen schwierigere Aufgaben, denn auch sie brauchen Förderung.

Das Lehrerteam in einer inklusiven Schule ist gemeinsam für alle Kinder „zuständig“ und setzt Methoden ein, die das einzelne Kind an ihrem jeweiligen Entwicklungsstand abholen und gezielt fördern. Zum Einsatz kommen Methoden wie Kleingruppen-Arbeiten, Stationsbetrieb, Peer-Teaching, Multilevel-Teaching und individuelle Lehrpläne. Brauchen Kinder mit Behinderung besondere Förderung, so unterstützen Sonderpädagogen den Unterricht. Manche Kinder mit Behinderung haben außerdem einen Assistenten dabei.

Es gibt viele Gründe, Bildungssysteme inklusiv zu gestalten. Im Folgenden werden drei zentrale Argumente vorgetragen.

Pädagogische Begründung. Inklusive Klassen mit ihren komplexeren sozialen Situationen bieten vielfältigere Entwicklungs- und Lernmöglichkeiten. Die Lehrenden müssen Mittel und Wege finden, auf individuelle Unterschiede einzugehen, um jedes Kind gezielt nach seinen Talenten, Begabungen, Interessen, Stärken und Schwächen fördern zu können. Durch neue Unterrichtsformen, offene Lerngruppen und persönliche Förderangebote können alle Kinder gemeinsam lernen. Jedes Kind nach seinen persönlichen Möglichkeiten.

Kinder und Jugendliche lernen in inklusiven Klassen nicht nur gemeinsam, sondern auch voneinander. Alle Studien zum Lernerfolg zeigen: Kinder mit Behinderung lernen dort mehr als in der Förderschule und Kinder ohne Behinderung lernen nicht weniger. Altersklassenübergreifende und kooperative Lernformen machen es möglich, denn dabei profitieren alle von den Stärken anderer und bringen gleichzeitig ihre eigenen Stärken ein. Während das „klassische“ Bildungssystem heute an vielen Stellen immer noch davon ausgeht, dass Kinder einer Altersklasse in der gleichen Zeit möglichst standardisierte Lernziele erreichen sollten.

Soziale Begründung. Gemeinsames Lernen soll für alle die Möglichkeit verbessern, am gesellschaftlichen Leben teilhaben zu können. **Kinder mit einer Behinderung werden in das soziale Miteinander integriert und lernen soziale Kompetenzen. Sie werden sichtbar und die anderen SchülerInnen lernen, Behinderungen zu akzeptieren und damit umzugehen. Dadurch wird die Entwicklung von Berührungsängsten oder Vorurteilen vermieden, was Ausgrenzungen von eingeschränkten Kindern verhindert.** Das Gefühl der Anerkennung und die Willkommenskultur tragen zu einem angstfreien Klima bei. Die Stärkung des Sozialverhaltens, der Empathie, Rücksichtnahme

und die Förderung von Teamwork sind Eigenschaften, die in unserer Gesellschaft und Arbeitswelt immer wichtiger werden.

Durch den gemeinsamen Unterricht wollen inklusive Schulen erreichen, dass Kinder Vielfalt als normal erleben und viel leichter mit Unterschieden umzugehen lernen. Der selbstverständliche Umgang mit Vielfalt trägt wesentlich zur Werte-bildung bei und schafft ein Bewusstsein für gesellschaftliche Verantwortung. Da unsere Gesellschaft immer vielfältiger wird, sind dies wahre Kernkompetenzen. Kinder, die durch inklusive Bildung von Anfang an gelernt haben, mit ganz unterschiedlichen Menschen umzugehen, sind besser auf die Herausforderungen des Lebens oder auch des Arbeitsalltags vorbereitet. Sie können dadurch einen Beitrag zu einer weniger diskriminierenden Gesellschaft leisten.

Ökonomische Begründung. Es ist langfristig weniger kostenintensiv, Schulen einzuführen, die alle Kinder gemeinsam unterrichten, als ein komplexes System unterschiedlicher Schultypen zu erhalten, die jeweils auf verschiedene Gruppen spezialisiert sind. Durch Inklusionsschulen fallen folglich viele Kosten für Förderschulen weg. Förderschulen werden überflüssig und die Einsparungen könnte man in andere Verbesserungen investieren.

Ebenfalls ist es teurer, mangelhaft ausgebildete junge Menschen nachträglich zu qualifizieren und zu versorgen, als ihnen von Beginn an eine gute Bildung zu ermöglichen, die ihnen bessere Chancen auf dem Arbeitsmarkt eröffnet. **Gehen Kinder mit Behinderung auf eine inklusive Schule, dann ist die Chance höher, dass sie einen besseren Schulabschluss erreichen. Das bedeutet, dass solche Kinder später weniger staatliche Unterstützung brauchen und ein selbstständiges Leben führen können [2].**

Trotz der eindeutigen Vorteile der inklusiven Bildung missfallen vielen diese Innovationen. Kritiker von Inklusionsschulen sind der Auffassung, dass Kinder mit Behinderung das Lerntempo bremsen, dass ihre Bedürfnisse und ihr Verhalten den Ablauf des Unterrichts stören und anderen Mitschülern die Wissens-vermittlung erschweren. Durch das langsamere Lerntempo gibt es somit Probleme mit der Förderung von leistungsstarken Kindern. Des Weiteren wird kritisiert, dass die Förderung und Unterstützung von Kindern mit Behinderung an Inklusionsschulen nicht die gleiche hohe Qualität hat wie an Förderschulen.

Zudem reiche die Vermittlung von sozialen Kompetenzen in Betracht des Aufwands nicht aus, wodurch eine Verbesserung der Wissensvermittlung bei diesen Kindern nicht stattfindet. Zusätzlich wissen die Lehrer an den Inklusionsschulen zu wenig über die Beeinträchtigungen der Kinder, wodurch diese nicht gerecht behandelt werden. Ebenfalls wird erwähnt, dass Mobbing und Ausgrenzung von Kindern mit Behinderung an Inklusionsschulen trotzdem Teil des Schulalltags seien [1].

Daher ergeben sich Schwierigkeiten, die bei der Implementierung der Inklusion auftreten. Oft sind inklusive Schulen und Klassen noch unzureichend mit personellen Ressourcen ausgestattet. Beim inklusiven Unterricht brauchen LehrerInnen mehr Unterstützung und Weiterbildungen. Die Lehrkräfte sollten angemessen geschult sein, damit etwaige Komplikationen und Überforderungen ausbleiben. SonderpädagogInnen und zusätzliche LehrerInnen sollten den Unterricht unterstützen. Mehr Informationen brauchen auch Eltern. Viele Eltern von Kindern ohne Förderbedarf haben Angst, dass ihr Kind zu wenig lernt. Viele Eltern von Kindern mit Behinderung haben dagegen Angst, dass ihr Kind mit Behinderung in der Schule keine Chance hat. Eltern müssen erfahren, dass alle Kinder durch Inklusion gefördert werden können.

Außerdem müssen Schulen barrierefrei, digitaler und moderner werden. Behindertentoiletten, Fahrstühle, Rampen und barrierefreie Lernmaterialien sind nur einige Dinge, die eine inklusive Schule braucht. Nur so können alle SchülerInnen sich möglichst selbstständig bewegen.

In der aktuellen Diskussion um die Umsetzung schulischer Inklusion ist häufig von systematischer Unterfinanzierung die Rede. Damit ist gemeint, dass die schulische Inklusion finanziell schlechter dasteht als die Separation. Die Implementierung der Inklusion benötigt sowohl eine bessere Planung als auch deutlich mehr Geldmittel, um erfolgreich zu sein. Zuerst braucht die Inklusion den Rückhalt durch die Politik: Land und Kommunen müssen Reformen in der Schulorganisation anstoßen und ermöglichen. Ob es nun um bauliche Veränderungen oder um Unterrichtskonzepte geht. Und die Politik muss bereit sein, dafür Geld zu geben.

Aber Geld ist nicht alles. Inklusion ist auch eine Frage der Haltung. LehrerInnen ebenso wie die Eltern von Kindern ohne Behinderung müssen offen für die Veränderungen in der Schule sein und konstruktiv zusammenarbeiten. Der Erfolg von schulischer Inklusion hängt also stark von den Menschen vor Ort ab. Es muss jedem bewusst sein, wie wichtig Inklusion für ein friedliches und soziales Miteinander ist. Sie kann nur dann gelingen, wenn möglichst viele Menschen mitmachen und erkennen, dass Inklusion für uns alle ein großer Gewinn ist – gerade weil Unterschiede normal sind und diese ganzen Facetten unsere Gesellschaft etwas bunter machen.

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В статье раскрывается понятие «инклюзивная школа». Показаны преимущества инклюзивного подхода в обучении, а также трудности реализации основных принципов инклюзивного образования детей с ОПФР в общеобразовательных учреждениях.

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ADVANTAGES AND DISADVANTAGES OF SPORTS

Let's begin with the concept of "sport" and what we need it for. Sport is an integral part of physical culture, a means and method of physical education based on the use of competitive activity and preparation for it, during which the potential capabilities of a person are compared and evaluated.

Numerous researchers identify quite a lot of versions of what sports are for, and some of them are:

1. Good health. Physical activity has a beneficial effect on the work of the heart and circulatory system, normalizes blood pressure and brain activity, human respiratory function, as well as the work of the gastrointestinal tract. Therefore, almost all of our life processes are improved through sports.

2. Good mood. After playing sports, almost everyone feels a sense of happiness, pride of himself and a surge of strength. Sport is the best medicine for apathy, stress and bad mood.

3. A good sleep. The body spends energy and calories during physical activity, which stimulates the production of endorphins, thus releasing a person from nervous tension and stress, and thereby freeing our head from the burden of thoughts before going to bed.

Therefore, every person who decides to start a sports life wonders about the advantages and disadvantages of sports.

Let's start with the benefits of sports [1]:

1. Sports help correct absolutely any figure and add attractiveness. All athletes start their workouts with the easiest exercises, doing more and more, gradually moving towards the goal, observing the daily routine, eating the right foods, and thus achieving the desired result of getting a fit, slim and beautiful body from sports. People use diets, proper nutrition and so on to lose unnecessary weight. But this can't change much, except that you can lose water and muscle mass. It is sport in combination with proper nutrition that will help

you lose weight and correct your figure by burning fat from exercise and strengthen muscle mass.

2. Sports can help overcome some diseases and doctors' verdicts. Physical activity is the most important preventive measure against various diseases. Doctors have proven that in order to stay healthy, adults need to exercise regularly, which will reduce the risk of depression by 30 %, osteoarthritis by 80 %, coronary heart disease and stroke by 35 %, etc. Sports will also help you recover from illnesses and injuries.

3. Sport gives you a lot of vital energy, building up your strength and resilience. Regular workouts increase stamina and strength. This helps cope with everyday tasks and goals more successfully.

4. Doing sports can also make you famous. Getting good results in training, a person goes further on to participate in competitions and the Olympics, which are well known to everyone. He sets himself a goal to become famous with the help of sports, so he must go a long and difficult way, devote a lot of effort to this.

5. Sport helps shape a person's character. A person strengthens his willpower, learns to set goals and achieve them. If you overcome your laziness and your own weaknesses, then you will improve your leadership skills. Besides, physical activity will help you become more confident, which will have a positive effect on your self-esteem.

6. Sport also has a positive effect on all muscle groups and organs, the musculoskeletal system. Movements make the muscles of your musculoskeletal system contract, your muscle mass increases, and your muscle fibers thicken as you work out. This has a positive effect on your joints and bones, as regular moderate exercise protects them from injury.

7. Metabolism. Sport has a good effect on the human body, including its metabolism, with moderate physical exertion. Fat metabolism becomes faster, and accordingly, more fat goes away during sports activities, without being deposited under the skin.

And now we should consider the disadvantages of sports:

1. Sports take a lot of time. Working on your body and improving your health is a long process and requires a lot of effort and time. Sports can take almost half a day. If a person really wants to do this and achieve the desired result, then the time will not be wasted.

2. The results of sports do not appear soon. To see the first results of your workouts, you need to practise regularly for at least a month to see small changes, not to overstrain yourself.

3. Constant stress and loss of strength might make you lose interest in sports. At first, after workouts a person gets very tired, and his muscles begin to hurt. This can serve as an impetus to give up training. After all, not every person

is able to withstand such a load on his body at the beginning. At this stage, the main thing is not to give up what has been started, gradually the body will get used to the stress and the result from intensive training will not take long.

4. Sports may cause injuries. Most athletes who are preoccupied with this matter may overload themselves and get injuries, which is not good. Numerous fractures, ruptures of joints and much more can disrupt the functioning of many organs in the body [2].

All said above demonstrates that even despite all these disadvantages, we cannot state that sports are harmful to humans. If you wear proper outfit, use the right equipment and follow all the rules and safety precautions, then you will be able to avoid any injuries.

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Статья представляет собой общий обзор преимуществ занятий спортом и сложностей, которые могут возникнуть при неправильном подходе к организации занятий. Подчеркивается, что положительный эффект занятий спортом проявляется в его влиянии на здоровье, настроение и качество сна. Также отмечается положительное влияние спорта на фигуру человека, его характер, жизненную энергию и др. Отрицательные стороны занятия спортом включают высокую нагрузку, вероятность травм, необходимость долго ждать желаемый результат и т. д.

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HOW STUDENTS LEARN FOREIGN LANGUAGES ON THEIR OWN

Learning a foreign language is a ‘must’ nowadays. There are a lot of different ways to do it. You can do a language course at some schools or you can learn it with a tutor. No matter where you learn it, it goes without saying that it is essential to do some homework on your own. Moreover, modern

technologies allow us to greatly improve our language skills that is why self-study becomes more and more important.

The demands of society and employers to a University graduate, as well as the state policy of Russian Federation in the field of education development point to the fact that one of the leading personal characteristics of a competitive specialist in the job market are his intellectual skills (“learning through life”) and the level of preparedness for continuous self-education and advanced training.

Now let’s focus on different ways one can study languages on their own and how students normally do it. We still have paper learning aids, books, paper dictionaries but we use them less and less because it is much easier to find a needed word in an e-dictionary than spending some time turning pages of a paper dictionary. In addition e-dictionaries have more advantages. You can click on another word and within a second you will get a translation of it. It saves time and gives more opportunities to learn more words.

Another important and probably the best method of learning languages students use is watching TV in a foreign language. It can be watching news, films or cartoons, etc. It is enough to watch TV for 15 minutes a day to improve your language skills. One should do it on a regular basis to have a good result. Previously we didn’t have such an opportunity but now we can listen to the speech of native speakers. One of the most difficult things is understanding different accents. If you talk to only one person who is your teacher it is not enough to be able to understand various people. That is why it is crucial to use such an opportunity as watching TV in a foreign language.

If you surf the Internet you will come across multiple websites that give you a possibility to learn a language on your own. That is what many students use. For example, <https://lingualeo.com/ru> Lingualeo. It is a studying platform that allows you to learn a language according to your level and needs. It is possible to enlarge your vocabulary getting some words on a regular basis, you can watch films with subtitles, practise grammar and so on. Once you are registered, you are provided with tasks that you need to do.

One more important thing students do to improve their understanding is listening to audio files. One can find a lot of them. Almost every Oxford course book contains CD disks with a great number of tracks for listening. You need to be highly motivated to do it yourself because it takes a lot of time and patience. However, it brings desired result.

To improve grammar one can find myriads of grammar books. But it is possible to find good grammar exercises online. There is a number of different websites that allow you to do it. Here you can find some of them:

<http://www.perfect-english-grammar.com/grammar-exercises.html>;

http://www.english-4u.de/grammar_exercises.htm;

<http://www.agendaweb.org>.

These websites are attractive for many students because they are easy to use, you have a quick access to many tasks and you do not need to buy a book. It is amazing that we have a free access to these sites.

Self-study of a foreign language is not suitable for everyone. The usage of a distance course, in our opinion, allows to organize classes without a systematic and consistent, monologue-based oral presentation of training material by a teacher, typical for traditional delivering of lectures. Instead, teachers carry out introductory, installation, and final lessons having an information-explanatory function. During these lessons, the teacher identifies the problems and the aim of the course, the plan and the logical sequence of the study, explains the methods of work with it and distance learning course itself, as well he/she recommends the basic and additional literature. Thus, a complete waiver of delivering lectures, instead of it the lecture material is developed by students in the process of cooperative work in the information environment of distance learning course. As required the teacher carries out an explanatory or corrective training, within it a more complex material, requiring the participation of him/her is considered. During the cooperative work all the participants interact with each other, share information, solve different problem together, model the situation, evaluate the actions of others and their own behavior and so on.

In conclusion we'd like to say that learning a language is a difficult and long way. Modern technologies can significantly simplify our studying process making it more interesting and fun.

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Автор подчеркивает важность овладения иностранным языком в процессе непрерывного образования – характерного явления XXI в. В статье представлены различные способы самостоятельного изучения английского языка. Акцентируется внимание на том, что современные технологии позволяют значительно улучшить языковые навыки.

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DIE BESONDERHETEN DES URHEBERRECHTES DEUTSCHLANDS

Heute ist weltweit anerkannt, dass Urhebern für ihre schöpferische Leistung Schutz zu gewähren ist. Nach Artikel 27 der Allgemeinen Erklärung der Menschenrechte hat jeder Mensch das Recht auf Schutz seiner ideellen und materiellen Interessen, die sich aus seinem wissenschaftlichen, literarischen und künstlerischen Schaffen ergeben. Das Ziel dieses Artikels ist die Charakteristik des deutschen Urheberrechtes.

Das Urheberrecht bezeichnet zunächst das subjektive und absolute Recht auf den Schutz geistigen Eigentums in ideeller und materieller Hinsicht. Als objektives Recht umfasst es die Summe der Rechtsnormen eines Rechtssystems, die das Verhältnis des Urhebers und seiner Rechtsnachfolger zu seinem Werk regeln; es bestimmt Inhalt, Umfang, Übertragbarkeit und Folgen der Verletzung des subjektiven Rechtes [1].

Das Urheberrecht ist aber auch Wirtschaftsrecht. Urheberrechtlich geschützte Werke werden in großem Umfang von der Kulturindustrie vermarktet. Die urheberrechtsbezogenen Wirtschaftsbereiche (zum Beispiel Verlags- und Pressewesen, Filmindustrie, Rundfunk und Fernsehen) haben in der Bundesrepublik Deutschland einen Anteil von 2,7 Prozent am Gesamtproduktionswert der deutschen Wirtschaft.

Diese hervorragende wirtschaftliche Bedeutung des Urheberrechts ist hervorzuheben, um das Verständnis des Nutzers urheberrechtlicher Leistungen dafür zu wecken, dass mit jeder Nutzung eines Werkes auch in wirtschaftliche Vorgänge eingegriffen wird. So greifen Massennutzungen (zum Beispiel Fotokopieren und privates Vervielfältigen von Schallplatten, Videofilmen oder Computerprogrammen) nicht nur in die Rechte des Urhebers ein, sie berühren auch die wirtschaftlichen Interessen der Kulturindustrie. Als Wirtschaftsrecht hat das Urheberrecht die Interessen der Urheber und der Kulturindustrie einerseits und der Nutzer andererseits angemessen auszugleichen.

Das Urheberrecht in der Bundesrepublik Deutschland ist im Wesentlichen in zwei Gesetzen geregelt:

- in dem Gesetz über Urheberrecht und verwandte Schutzrechte (Urheberrechtsgesetz – UrhG) vom 9. September 1965. Im Urheberrechtsgesetz sind die Rechte der Urheber (Urheberrecht) und die Rechte der ausübenden Künstler, der Filmhersteller, der Schallplattenunternehmer und der Sendeunternehmen (verwandte Schutzrechte) geregelt.

- in dem Gesetz über die Wahrnehmung von Urheberrechten und verwandten Schutzrechten (Urheberrechtswahrnehmungsgesetz – UrhWG) vom 9. September 1965.

Geschützte Werke im Sinne des Urheberrechts sind u.a. Werke der Literatur, Wissenschaft, Kunst und Musik, Werke der bildenden Künste, Lichtbildwerke und Filmwerke, aber auch Computerprogramme. Die Werke sind beispielhaft in einem offenen Katalog in § 2 Abs. 1 UrhG aufgeführt. Um Schutz nach dem Urheberrechtsgesetz zu genießen, müssen sie allerdings eine wichtige Voraussetzung erfüllen: sie müssen persönliche geistige Schöpfungen sein.

Das Urheberpersönlichkeitsrecht erwächst aus der engen und untrennbaren Beziehung des Urhebers zu seinem Werk, die gelegentlich als ein Vater-Kind-Verhältnis bezeichnet wird. Das Werk ist das geistige Kind des Urhebers und weil er, sobald das Werk an die Öffentlichkeit getreten ist, mit diesem Werk identifiziert wird, jedes Lob des Werkes und jede Kritik an dem Werk auf ihn zurückfällt, hat der Urheber das Recht, allein zu entscheiden, ob und wie das Werk veröffentlicht wird, die weitere Verbreitung des Werkes zu untersagen, wenn es nicht mehr seinen Anschauungen entspricht und jede Änderung des Werkes zu untersagen.

Die Verwertungsrechte sichern dem Urheber die Möglichkeit, sein Werk zu vermarkten und finanzielle Erträgnisse daraus zu ziehen. Das deutsche Urheberrechtsgesetz unterscheidet zwischen der körperlichen und der unkörperlichen Verwertung. Zu den Rechten, das Werk in körperlicher Form zu verwerten, gehören das Vervielfältigungsrecht, das Verbreitungsrecht und das Ausstellungsrecht. Zu den Rechten, das Werk in unkörperlicher Form zu verwerten, gehören das Vortrags-, Aufführungs- und Vorführungsrecht, das Senderecht, das Recht der Wiedergabe durch Bild- oder Tonträger und das Recht der Wiedergabe von Funksendungen.

Das Urheberpersönlichkeitsrecht und die Verwertungsrechte ergänzen sich wie die zwei Seiten einer Münze und sind ebenso untrennbar miteinander verbunden. Als Ganzes kann das Urheberrecht zu Lebzeiten des Urhebers nicht übertragen werden. Eine Übertragung insgesamt ist nur von Todes wegen möglich.

Die Nichtübertragbarkeit des Urheberrechts und der Verwertungsrechte würde allerdings zu einer wirtschaftlichen Unverwertbarkeit und damit zu einer Lähmung des Urheberrechts führen, wenn nicht Nutzungsrechte abgetreten werden könnten. Es liegt auf der Hand, dass der Urheber in der Regel sein Werk nicht selbst verwerten kann: Der Autor eines Buches wird es regelmäßig nicht selbst drucken und verkaufen, der Komponist seine Werke nicht selbst aufführen. In diesen Fällen muss der Urheber dem Dritten, der sein Werk vermarktet, die Rechte hierzu verschaffen. Da er das Verwertungsrecht nicht übertragen kann, räumt er ein Nutzungsrecht an dem oder den zur Vermarktung

des Werkes erforderlichen Verwertungsrechten ein. So überträgt zum Beispiel der Autor eines Buchmanuskriptes dem Verleger das Recht, das Manuskript als Buch zu drucken (Vervielfältigungsrecht) und zu verkaufen (Verbreitungsrecht). Beide Rechte sind Nutzungsrechte an den Verwertungsrechten Vervielfältigung und Verbreitung, die dem Autor zustehen.

Der Unterschied zwischen dem Verwertungsrecht (Vollrecht) und dem Nutzungsrecht (Tochterrecht) liegt darin, dass der Urheber immer Inhaber des Verwertungsrechtes bleibt. So kann der Urheber einem Dritten ein einfaches oder ein ausschließliches Nutzungsrecht einräumen. Räumt der Autor eines Buches einem Verlag zum Beispiel das ausschließliche Recht zur Vervielfältigung und Verbreitung ein, darf der Autor keinem anderen Verlag diese Rechte einräumen und darf es auch nicht etwa im Selbstverlag drucken und vertreiben.

Hat der Urheber dem Verleger das Recht zur Vervielfältigung und Verbreitung des Werkes nur für eine Auflage eingeräumt, kann er nach dieser Auflage erneut Nutzungsrechte an seinem Buch an Dritte vergeben. Ein Nutzungsrecht kann auch räumlich, zeitlich und inhaltlich beschränkt eingeräumt werden. So kann zum Beispiel ein Autor die Verlagsrechte (Vervielfältigung und Verbreitung) an seinem Buch nur für ein bestimmtes Land einräumen.

Das Urheberrechtsgesetz gewährt urheberrechtlichen Schutz bis 70 Jahre nach dem Tode des Urhebers. Haben mehrere Urheber zusammen ein Werk geschaffen (Miturheber), so wird die Frist vom Tode des zuletzt verstorbenen Urhebers an berechnet [2].

Zusammenfassend lässt sich also festzustellen, dass das Urheberrecht ganz besondere Stelle im Gesetzbuch nimmt und für die Menschen, die in verschiedenen Bereichen tätig sind, absolut notwendig ist.

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Статья посвящена особенностям авторского права в Германии. Автор описывает основополагающие аспекты и основные характеристики немецкого авторского права. Особое значение уделяется правам автора при частичной передаче прав собственности на то или иное произведение третьим лицам.

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PHYSICAL CULTURE AND MODERN YOUTH'S ATTITUDE TO IT

It is sport that makes a modern person stronger, more resilient, makes us fight with ourselves, expands the boundaries of our capabilities. But a person rarely thinks of sports as a necessary component of his everyday life. How much time does a student of the 21st century devote to sport?

In fact, sport is a part of physical culture. This is a huge world of emotions generated by successes and failures, the most popular spectacle, an effective means of educating and self-educating a person. Sport is health and health care is the responsibility of every person. The main elements of a healthy lifestyle include: observing the regime of work and rest, nutrition and sleep, organizing your working time, giving up bad habits and planning the leisure time. All these elements are closely interconnected and have an impact on the human body, enhance the impact on health [1].

Life plans, goals, motives of behaviour determine the formation of a student's personality. Thinking about his health a person worries about his physical and mental state. A healthy lifestyle largely depends on the student's value orientations, worldview, social and moral experience. The personality of a student is characterized not only by the desire to know himself but also by the desire and ability to change both himself and the environment [2, p. 16].

The life of a student who receives knowledge in an educational institution with the prospect of further obtaining a diploma is very diverse. He spends 7–8 hours a day studying but the rest of the day a student is free and goes about his personal affairs. As a rule, a student spends most of his free time on active and passive kinds of entertainment. It is generally accepted that the passive includes: reading books, watching TV shows, listening to music. Visiting gyms, clubs, dancing are active activities. Active rest is also a manifestation of sports activity but it does not affect the human body as a whole, all muscles do not work in a person as in sports. It is worth noting that physical education classes will be more effective if young people are aware of the goals and have good motivation. The formation of motives and beliefs direct human activity to the formation and mastery of the values of physical culture, focus on a healthy lifestyle and perfection of the body. "Sport is our life and without sport we cannot imagine our existence" many students say. In modern educational institutions physical education classes are included into the educational

programme and aimed at strengthening and maintaining a healthy lifestyle for schoolchildren and students.

The following advantages are distinguished when practicing physical culture. Being engaged in physical culture all the muscles of the body begin to work and bring the body into tone. For a person leading a passive lifestyle it is very important to maintain oneself in an upbeat and inspired mood. The next benefit is the maintenance of physical fitness. Modern youth devotes time to their figure and appearance, students are ready to forget about proper nutrition in order to look slim and attractive. People spend hours in gyms, on simulators, pilates, yoga and achieve their goals thanks to their perseverance and desire to maintain their shape. During sports the whole body is saturated with oxygen and brings the brain into an active state.

According to statistics 77 % of modern youth try to keep their body in good physical shape and only a small percentage of the population is not interested in this. A person who is actively involved in sports tries to get rid of bad habits. Many human diseases are caused by addictions to alcohol and smoking, people do not notice and do not pay attention to what harm they cause but playing sports helps them to get rid of harmful addictions, cleanses the body of harmful toxins, removes toxins and thins the blood. After that a person does not want to think about this kind of addiction, easily finds himself in society and feels freedom and relaxation in his whole body. Sports and physical culture strengthen the body, protect against diseases and slow down the aging process [3].

Physical activity is useful at any age since the daily activity of a person cannot provide sufficient physical activity. Sports bring up courage, willpower, perseverance and the desire to go towards the goal in a person. Even in ancient Rome they said: “In a healthy body, a healthy mind”.

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В статье описывается отношение студентов XXI в. к физической культуре, когда человек стремится расширить границы своих возможностей. Раскрываются преимущества занятия спортом и физической культурой.

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EL IMPACTO DE LOS MEDIOS DE COMUNICACIÓN EN LA SOCIEDAD

La tecnología ha facilitado la comunicación a lo largo de la historia. Tales herramientas como el correo electrónico, Facebook y otras han animado a la gente a reunirse, creando nuevas comunidades en línea. Los medios de comunicación nos permiten estar informados, saber lo que ocurre en distintas partes del mundo, solidarizarnos con los que lo están pasando mal, redescubrir nuestros orígenes, conocer nuestra historia.

El objetivo de este artículo es analizar el sistema y las formas en que los medios de comunicación influyen en la sociedad.

Los medios de comunicación son poderosos porque son capaces de llegar a todos los ciudadanos e influir en la sociedad. A través de su línea editorial, pueden orientar la opinión pública y cambiar comportamientos y acciones. Estos efectos son especialmente relevantes en época de elecciones porque se traducen en votos, por lo que los políticos están interesados en controlar los medios de comunicación, ya que saben que son una herramienta clave para hacer llegar sus mensajes y convencer a sus audiencias. Y cuando los medios de comunicación no actúan como contrapeso del poder, se convierten en una máquina de propaganda.

Los medios de comunicación desempeñan un papel destacado y significativo en la formación de la opinión pública a través de varios organismos influyentes como la prensa, la radio, la televisión, el cine, el teatro, los libros y las redes sociales, que son uno de los medios más importantes de comunicación con el público.

Estos medios de influencia funcionan tanto en combinación como en consistencia e integridad en la formación de la opinión pública sobre diversos temas y circunstancias, situaciones y cuestiones que se presentan en la mente y que se relacionan con diferentes aspectos políticos, sociales, culturales o económicos.

El reconocido director, guionista y productor de cine estadounidense Orson Welles en octubre de 1938, dio inicio a su programa radial donde transmitía la adaptación de H. G. Wells “La Guerra de los Mundos”, la naturalidad contada era de tal manera que cuando varios oyentes llegaron tarde a la emisión, creyeron que verdaderamente había una “invasión extraterrestre”, provocando gran pánico en la ciudad de Nueva Jersey epicentro de la historia, tanto fue el impacto que habitantes huyeron del sitio pretendiendo que aquello era el fin del mundo [2].

Al leer este ejemplo, pensarán que es por la poca “información” que existía en aquella época. Pero no, este es solo un ejemplo de cómo los medios de comunicación pueden influir en la sociedad. Nos han hecho entender que unos medios dicen la verdad y otros mienten, que, siendo pura mentira, quizás nunca exista un periodismo ético en su totalidad y mucho menos un periodismo moral. Los medios de comunicación influyen realmente en los pensamientos, los modales y la forma en que vivimos en la sociedad, porque algunas personas hoy en día, si escuchan cualquier información procedente de diferentes tipos de medios de comunicación, la creen sin ni siquiera asegurarse de si lo que escuchan es un hecho o simplemente un humor. Algunos de nosotros simplemente confiamos en informaciones que no tienen ciertas pruebas y nos dejamos influenciar fácilmente por los medios de comunicación. A veces también, imitamos las cosas que nos muestran los medios de comunicación. Esas cosas que a veces simulamos de los medios de comunicación fueron fácilmente difundidas ampliamente. También hay cosas de los medios de comunicación que solemos utilizar todos los días, como el modo de hablar y la forma de actuar. Algunas de las palabras que salen de nuestra boca provienen de los medios de comunicación. No podemos evitar imitar también esas cosas desagradables o no deseadas de los medios de comunicación.

Los medios de comunicación permiten conocer esa realidad que se halla fuera de nuestro entorno inmediato. Así facilitan “acceder a temas remotos y específicos, por ende, fuera del campo de la experiencia de los receptores”. Para ello, fabrican noticias en “un proceso mediante el cual es construida una realidad importante y especialísima: la realidad pública de las noticias que difunden los medios de comunicación” [1, c. 70].

¿Puede la sociedad sobrevivir sin los medios de comunicación? No es posible responder de forma inequívoca. El papel de los medios de comunicación en nuestras vidas es tan grande que sin los periódicos, las revistas y la televisión uno retrocedería unos años y sería completamente ignorante de los acontecimientos mundiales, por lo que debemos elegir los medios de comunicación de mayor calidad. La información se difunde de diferentes maneras, utilizando diversos medios técnicos.

Los medios de comunicación de masas se refieren al proceso de comunicación con el gran público. Como podemos ver en el mundo actual, a cada paso necesitamos los medios de comunicación de masas. Nos ayudan en nuestras actividades diarias, por ejemplo, nos ayudan a encontrar fácilmente la información sobre cualquier cosa. Especialmente para los estudiantes, su impacto es inapreciable, como por ejemplo, rellenar el formulario de solicitud, proporcionar toda la información sobre las universidades en las que quisiéramos estudiar. Hace que nuestro estudio sea cada vez más fácil. Así que es una parte obligatoria de la vida humana en la actualidad.

Hoy en día ha aumentado la influencia de los medios de comunicación en todos los aspectos de la vida de la sociedad. El poder de influencia sobre el individuo no tiene rival. La audiencia moderna está incluida en todo el sistema de relaciones sociales, por lo que los medios de comunicación tienen que tener en cuenta los intereses de la audiencia para realizar su propósito.

En conclusión subrayando una vez más la influencia de los medios de comunicación y la imposibilidad de hacer menos de ellos entendemos que nuestra visión del mundo está formada por las imágenes que vemos cada día. Así que debemos elegir con cuidado y reflexión qué mirar y a quién escuchar.

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В статье раскрывается проблема влияния средств массовой информации на общество с помощью различных инструментов воздействия. Автор раскрывает цели воздействия, его приемы и подход к проблеме с различных сторон.

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BIOLOGICAL ROLE OF PHYTOHORMONES

Phytohormones regulate numerous processes of plant vital activity at all stages of life – from the development of the embryo to the complete end of the life cycle. Their application makes it possible to change the processes of plant growth and development, to control the processes of flowering, as well as transition to a state of rest and exit from it, the formation of organs.

Phytohormones are low molecular organic compounds that are involved in the interaction of cells, tissues and organs. They are necessary in small quantities to initiate and regulate the physiological and morphological processes of plant ontogenesis. Hormones are intermediaries in physiological processes, convert specific environmental signals into biochemical information.

In most cases, hormones are synthesized in sufficient quantities by the plant itself. They have a physiological effect on enzymes and enzyme systems; the exchange of proteins, lipids, nucleic acids; information and transport ribonucleic acids; deoxy-ribonucleic acid.

The effect of hormones in some cases is limited to a temporary change in the intensity of biochemical reactions, in others – manifests itself in a steady deviation of processes, in the third – in morphological changes affecting the somatic sphere of the body, and in the fourth – in hereditary morphological changes [1].

Phytohormones control the processes of seed germination, formation and growth of roots, shoots and leaves, flowering and fruit growth, as well as inhibition of all metabolic processes at the end of the season with the final withering of the entire plant or its transition to hibernation.

The use of regulators makes it possible to control the processes of plant growth. As a result of their use, the hormonal background of plants changes, which leads to suppression or stimulation of growth processes. Due to this, growth regulators are widely used in crop production.

Brassinosteroids are a new group of phytohormones. By their chemical structure, brassinosteroids are polyoxysteroids and structurally similar to ecdysones.

Attention to brassinosteroids is caused by their wide range of physiological effects on various plant organisms, which can be divided into distinct growth-stimulating and protective effects in relation to adverse factors. Information about the participation of brassinosteroids in the regulation of various physiological processes underlying the vital activity of plants indicates the active influence of these phytohormones on cell metabolism, the central link of which is protein synthesis. Proteomic analysis of the effect of brassinolide on arabidopsis plants revealed 42 hormone-sensitive polypeptides that are probably involved in such processes regulated by brassinosteroids in the cell as signal transmission, cytoskeletal rearrangement, vesicular metabolism, as well as the biosynthesis of hormones and vitamins [2].

Brassinosteroids enhance the effect of other phytohormones, they prolong the growth and division of cells caused by auxins, cytokinins and gibberellins, enhance the reactions of tropisms, promote tissue differentiation, increase the sensitivity and effectiveness of plant defense systems in relation to negative environmental factors, thus acting as adaptogens, including immunomodulators and antistressants. However, the effect of brassinosteroids on different plants may be different.

The use of brassinosteroids as the basis of growth regulators is considered to be promising, because they have a complex stimulating effect on many plant systems and organs at very low concentrations.

Epibrassinolide promotes the development of the root system, does not cause deformity of leaves, flowers, fruits and roots. The drug gives plants resistance to adverse environmental factors. By activating other phytohormones, it enhances their physiological effect and thereby increases the resistance of the culture to all kinds of stresses caused by low temperatures, salts, flooding, drought, and pesticides. It helps to reduce the fall of flowers and fruits, while increasing the weight of the latter and improving the quality. Promotes the development of healthy seedlings, the development of plants in the initial period. This is because the hormone adjusts the level of the corresponding phytohormones in the plant body in proportion to one or another stress.

Currently, there is a lot of evidence of the positive effect of epibrassinolide on the quality indicators of agricultural products. This is the reason for the introduction of this substance into agricultural practice. On the other hand, it is of theoretical scientific interest, indicating the role of epibrassinolide in carbohydrate and nitrogen metabolism. The effect of epibrassinolide on the nitrogen intake from fertilizers and the content of protein nitrogen in grain crops has been established; there are data indicating an increase in the synthesis of amino acids when using exogenous epibrassinolide, its participation in the regulation of nitrate reductase activity is noted [3].

The mechanism of its action consists in activating protein-nucleic metabolism, photosynthesis, increasing the immune status of the plant, affecting the hormonal balance, improving adaptability due to a more complete realization of the genome reserves, which, together, ensures harmonious growth and development of the plant at all stages. A stronger and healthier plant has greater resistance to pests and diseases, gives a higher yield of better quality.

We have studied the effect of epicastasterone on the growth rates of Timothy (*Phleum pratense* L.). As test indicators, germination energy, seed germination, root length and shoot length of Timothy seedlings were studied. It was found that pre-sowing treatment of Timothy seeds with epicastasterone has a negligible effect on germination energy and germination. A more significant stimulating effect of epicastasterone is characterized in relation to the morphological parameters of Timothy.

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Описана биологическая роль фитогормонов, в частности brassinosteroidов. Отмечается, что соединения этой группы характеризуются ростстимулирующим действием. Показано влияние эпикастастерона на показатели роста тимофеевки луговой.

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INQUIRY-BASED LEARNING AND ITS BENEFITS

Education in the 21st century must prepare learners to cope with changes that will increase in complexity throughout their lives, giving not only knowledge, but the tools which help them deal with present and future problems. It has long been known that the best learning happens through students ‘doing’ and not through teachers ‘teaching’. More and more teachers start realizing this fact and try to shift to an approach that increases student involvement in the learning process. Much research on passive and active learning has taken place over the years and it has been proven that, while people tend to remember 20 % of what they hear, they remember 90 % of what they do. Inquiry-based learning is the solution. By incorporating it in our classrooms, there will be increased opportunities for students to be ‘doing’ and, therefore, learning.

Inquiry-based teaching/learning is a technique in which teachers create situations in which students are to solve problems. Lessons are designed so that students make connections to previous knowledge, bring their own questions to learning, investigate to satisfy their own questions and design ways to try out their ideas. Such investigations may extend over a long period of time. Students communicate through journal writing, oral presentations, drawing, graphing, charting, etc. Then they revise their explanations as they learn. The guiding principle of inquiry-based teaching is that the students are using their natural curiosity, current schema and critical thinking abilities to develop and construct meaning, hypothetically leading to a long-term development of their cognitive structure and critical thinking skills [1]. This technique is particularly popular in science instruction, but it has also been used in a number of other subject matter

areas including foreign languages as this academic subject in school curricula aims not only at obtaining cognitive experience but applying factual knowledge in practice, which is crucial.

In practice, rather than being something that is done, inquiry-based teaching provides a framework for how things can be done, making it easier to inculcate into any curriculum used in a school. Researchers in the field of methods of teaching distinguish four phases of inquiry. It starts with orientation, which is often a discussion. From there, it moves into conceptualization, where students generate questions and define a hypothesis which leads to investigation, where students explore, experiment, and interpret data, often in a way that is flexible and dynamic. Finally, they move to conclusion.

Inquiry-based teaching strategies may include:

- planning investigations using authentic questions;
- carrying out practical work to discover phenomena based on prior understanding of that phenomena and concluding on results actually achieved;
- group discussion work in which practical work or secondary data is used to construct understanding;
- pupils are encouraged to find the answers to theirs or their peer's questions and provided with the resources to do so;
- the teacher acts as a facilitator or information source at appropriate points;
- pupils generate their own notes from different sources of primary and secondary data, including the teacher and peers;
- pupils are taught skills that are appropriate to inquiry, such as collaboration, communication, evaluation in an active context;
- pupils peer assess others work and provide feedback based on their understanding gained from collaboration with peers and collectively agreed criteria;
- topics are taught with an over-arching big question, which can be broken up into smaller ones with an emphasis on skills, and processes;
- pupils are encouraged to take ownership of their learning, identifying areas of weakness and working to close the gaps in understanding;
- pupils progress is measured by the ability to process information and find a logical route towards the discovery of an answer [2, p. 94].

It's evident that implementing an inquiry approach means empowering students to drive the learning process; to ask their own questions, to do their own finding out, to make sense of that new knowledge and to, ultimately, construct and act on their own learning. Inquiry-based learning approach allows to equalize the status of a student and a teacher, to create a comfortable, psychologically non-judgmental environment for the opportunity to be an autonomous leader of their own learning.

Moving to an inquiry-based learning approach does not require the replacement of current practice at schools. It has long been known in education that adapting learning to the needs of different students is fundamental to their success. An inquiry-based approach allows students to access a more personalized education within a mainstream setting and opens classrooms up to alternative models of learning. While traditional approaches to education tend to emphasize the use of the three-part lesson, inquiry models of teaching and learning provide greater variation. This model of learning places emphasis on the use of lesson time for collaborative learning, moving direct instruction and passive learning out of the school day itself, maximizing the limited time teachers and students spend face to face online during periods of distance learning, allowing students to work and learn as teams. With clearly set expectations and carefully defined roles, students explore, discuss, and come up with creative ways to approach a complex task, learning more as a team than they would individually. Inquiry-based teaching offers students the opportunity to be autonomous leaders of their own learning.

Inquiry-based teaching/learning today has created a fashion in education. Its main concepts develop soft skills, such as creative problem solving, critical thinking, logical thinking, teamwork and even written and oral communication. It helps students become life-long learners. Therefore this approach becomes the basis of many educational systems.

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В статье представлены основные преимущества метода обучения путем открытия, т. е. обучения путем постановки вопросов или проблем. Подчеркивается актуальность его применения в образовании XXI в. для развития будущего компетентного специалиста в противопоставлении традиционному дидактическому обучению.

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**CARACTERÍSTICAS CULTURAIS E HISTÓRICAS
EM PORTUGAL**

A cultura portuguesa desenvolveu-se ao longo de muitos séculos. Foi transformado e modificado dos romanos, das tribos germânicas, dos Mouros e de muitos outros países, que foram posteriormente descobertos pelos navegadores portugueses. Este aspecto é importante para o estudo e compreensão da língua portuguesa, da mentalidade do povo português, etc. Este artigo analisará a relação entre cultura e acontecimentos históricos, descrevendo as características culturais de Portugal e a sua influência.

A posição geográfica de Portugal teve em maior medida influência no desenvolvimento da sua cultura. Portugal é o país mais ocidental da Europa, a sua costa ocidental banhada pelo Oceano Atlântico. A vida do povo português estava indissociavelmente ligada ao mar. Os navegadores de Portugal são justamente considerados os grandes descobridores, que mudaram o mundo. Precisamente Portugal desempenhou um papel nas Grandes descobertas geográficas. Muitos navegadores portugueses participaram de estudos marinhos, por exemplo Vasco da Gama e Fernand Magalhães, que todos conhecem. Viagens marítimas abriram novos territórios para os portugueses. Posteriormente, numerosas colónias foram estabelecidas lá. Naturalmente, a cultura dos países conquistados também teve uma enorme influência na cultura portuguesa e isso se manifestou mais vividamente na mistura de estilos arquitetónicos, na construção de casas e igrejas, e no desenvolvimento do artesanato e da cozinha nacional [2, c. 99].

Os edifícios arquitetónicos em Portugal apresentadas numa variedade de estilos – gótico português, manuelino, rococó, neoclássico e pombalino, arquitetura técnica e outros. As cidades portuguesas são muito antigas. As primeiras cidades surgiram ainda do período do domínio romano. Na parte sul de Portugal ainda se podem ver as ruínas dos templos romanos e das vintage pontes. A ponte velha ou a “estrada dos legionários”, que liga Lisboa à cidade de Braga, por exemplo, leva aos restos de uma antiga cidade romana Conímbriga.

Os árabes desempenharam um papel importante na arquitetura portuguesa. Foram, por exemplo, os que trouxeram para Portugal a arte das azulejarias cerâmicas. Muitos dos edifícios nas cidades são revestidos com azulejos cerâmicos coloridos.

Por estranho que possa parecer, os árabes também influenciaram a formação da língua portuguesa, que se desenvolveu com base no latim simples e num

grande número de noções árabes. Por exemplo, pensa-se que as aldeias e algumas palavras que começam com “al” derivam do árabe: Algarve, alferes, almirante, etc. [1, c. 18].

Os ofícios mais antigos são a pesca e a vinificação. Hoje podemos apreciar uma enorme selecção de vinhos portugueses, o mais famoso dos quais é o vinho do Porto, e apreciar a cozinha portuguesa com muitos pratos de marisco diferentes.

As artes e ofícios Portugueses são bastante incomuns e distintos. Surgiu nos séculos XV a XVI. A joalheria em ouro e prata, escultura em madeira, pinturas e esculturas e a decoração de igrejas portuguesas são espectaculares. Também a cultura de Portugal é rica em lirismo. O fado é um género musical português que combina vários tons melódicos.

Um momento bastante famoso e significativo na cultura portuguesa é a Corrida ou, como também é chamado, Tourada portuguesa – luta contra o touro. Também é um espectáculo colorido, com muitos cenários e actuações de actores. Tourada portuguesa e espanhola são bastante diferentes. Os portugueses deram-lhe um significado mais profundo. Hoje em dia a Tourada é um tesouro nacional [3].

A maioria dos feriados portugueses tem origem religiosa, o que é uma característica marcante da cultura portuguesa. A religião teve de facto uma grande influência na sociedade e na cultura. A religião oficial em Portugal é o catolicismo. A primeira Sé Catedral Católica foi erguida em Braga, que é considerada o centro do catolicismo no país. Outras religiões também são confessadas em Portugal: há manifestantes e ateus, por exemplo, quase todos eles também celebram feriados religiosos como o Dia de Santo António, Sexta-feira Santa e Páscoa, entre outros. As festividades incluem normalmente procissões luxuosas, estátuas de santos, mascaradas, exposições e actuações baseadas em temas bíblicos [1, c. 23].

Portugal é um país, que costumava ser um reino poderoso, e proprietário de vastas colónias ultramarinas. A mentalidade portuguesa e o carácter nacional são bastante peculiares e intrinsecamente justificados. São bastante emotivos, mas ao mesmo tempo calmos e educados, bastante conservadores – têm uma atitude séria em relação à hierarquia social, respeito pela autoridade tanto na esfera religiosa como familiar e empresarial.

Portugal pode ser visto como um país monoétnico, sendo 99 % da sua população portuguesa. Uma característica cultural e histórica distintiva é que os portugueses são muito zelosos, com orgulho referem-se à grandeza histórica do seu país e ao seu passado heróico. Os portugueses consideram-se uma nação especial e não suportam ser comparados, por exemplo, com os espanhóis.

A cultura de um país reflecte sempre a sua história, o seu desenvolvimento, os seus altos e baixos. Ao estudar e compreender os aspectos culturais, podemos

visualizar tudo o que alguma vez aconteceu no território de um país. A cultura está intimamente ligada à história e desempenha um grande papel na aprendizagem de qualquer língua, incluindo o português. Observamo-lo nas peculiaridades gramaticais e lexicais da língua, no comportamento e mentalidade do português, etc. Um estudo integrado dos aspectos culturais e históricos cria para nós a possibilidade de apresentar um quadro completo dos acontecimentos. A cultura portuguesa é peculiar e muito invulgar, todos os traços culturais estão ligados a acontecimentos históricos, e isto ajuda a traçar também o desenvolvimento. Portugal é um país bastante pequeno, mas com um enorme património cultural e histórico, que é importante estudar. Este artigo apresentou as principais características da cultura portuguesa e mostrou a ligação entre o desenvolvimento cultural e os acontecimentos históricos.

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В статье раскрываются культурно-исторические особенности Португалии, показывается взаимосвязь истории и культуры, влияние данной взаимосвязи на развитие португальского языка. Определяется важность изучения данной области для специалистов, интересующихся и изучающих Португалию и португальский язык.

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IS KNOWLEDGE OF SEVERAL LANGUAGES NECESSARY IN TODAY'S SOCIETY?

Knowledge of several languages other than one's native language is considered essential. The more languages a person knows, the more opportunities he/she has. Some people learn languages because they need them

for work, others for travelling abroad. Everyone who knows a lot of foreign languages can talk with people from other countries, read works of foreign authors in the original, which makes their horizons wider.

The purpose of the article is to show the main reasons why it is necessary to learn foreign languages, as well as the benefits that knowledge of foreign languages provides to people nowadays.

Many people believe that knowledge of a foreign language is optional and do not learn it. The truth is, in today's increasingly interconnected and independent world proficiency in other languages is a vital skill that gives you the opportunity to engage with the world in a more immediate and meaningful way – whether in your neighborhood or thousands of miles away – while better preparing you to compete and succeed in the global economy. Here are ten of the most important reasons why one should learn foreign languages:

1. Communication. One of the most rewarding aspects of the human experience is our ability to communicate with others. Knowing the language makes a person closer to local people no matter where he/she is, opening up this person's world literally and figuratively.

2. Advance in career. Language skills can be a significant competitive advantage that sets a person apart from his/her monolingual peers. They are among the top eight skills required of all occupations – no matter your sector or skill level – and the demand for bilingual professionals is rising exponentially. In fact, between 2015 and 2020, the number of US job postings specifically geared toward bilingual candidates more than doubled.

3. Feed brain. People, who speak more than one language improve memory, problem-solving and critical-thinking skills, enhance concentration, ability to multitask, and better listening skills.

4. Deepen connection to other cultures. Being able to communicate in another language exposes us to and fosters an appreciation for the traditions, religions, arts, and history of the people associated with that language.

5. See the world. Traveling as a speaker of the local language can revolutionize a trip abroad.

6. Read different literature in the original.

7. Become a polyglot.

8. Boost confidence.

9. Strengthen decision-making. Studies show that decision made in second language are more reason-driven than those made in native language.

10. Gain perspective [1].

Many opportunities open up for someone who has studied a foreign language. However, many people face some difficulties in learning foreign languages, or rather, misconceptions that hinder the whole process. Let us consider the main ones:

1. Learning a language is a difficult task. In fact, learning a new language is not difficult if a person has the desire and time. Soon he/she will enjoy the fact that he/she began to understand what previously seemed impossible.

2. For learning a foreign language, an innate aptitude for languages is primarily important. This is not true. If a person has the desire to learn a foreign language, then he/she will undoubtedly learn it, even if he/she is not a gifted person.

3. It is necessary to live in the country of the language being studied. With open access to the Internet, there are many ways to learn languages without living in the country of a target language.

4. It is possible to study a foreign language only in the format of a lesson. This is a big mistake as it is not the best way to learn a foreign language.

5. Only children can learn a language perfectly. Scientists have found that the person's age does not affect the ability of the brain to remember all necessary information.

After determining the need to study foreign languages, the question arises: what foreign languages are most useful for learning? Here are some of them:

1. English is one of the most popular languages. There are lot of English-speaking countries in the world.

2. The Russian language is not very closely related to English due to many geopolitical reasons. It is a very challenging language to learn, with complex grammar and syntax rules. However, it is an extremely culturally and politically relevant language.

3. Arabic has been one of the most popular languages. It is a high demand language because it can give endless opportunities in business and international relations. Arabic is spoken by more than three hundred million people and is one of the top five most spoken languages in the world.

4. A lot of people agree that Spanish is one of the easiest languages to learn. Spanish is the most spoken language in the world after English and is used by more than four hundred million people. Spanish skills can be a strong asset for communicating and creating relationship not only in Spain, but also in Latin America [2].

There are more than seven thousand languages in the world. Despite this, some languages are spoken by a larger population of the planet than some other languages. World statistics of the most popular and widespread languages are as follows:

1. The English language has 1132 million speakers. There are 379 million native speakers and 753 non-native speakers.

2. Mandarin: 1117 million speakers. Native speakers – 918 million, non-native speakers – 199 million.

3. The Hindi language: 615 million speakers, among them there are 341 million native speakers and 274 million non-native speakers.

4. Spanish. There are 534 million speakers, among them 460 million native speakers and 74 million non-native speakers.

5. French. There are 280 million speakers, among them 77 million native speakers and 203 million non-native speakers [3].

Learning foreign languages is not an easy task. This is a long process that requires a lot of time and effort, and most importantly desire. Despite this, knowledge of several languages is necessary for a person in modern society, since it makes it possible to better understand themselves and the world around them, and also expands the horizons and capabilities of a person.

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В статье рассматривается необходимость и преимущества владения несколькими иностранными языками в современном обществе. Автор также приводит примеры наиболее необходимых и популярных языков мира и статистические данные об использовании некоторых языков в различных сферах человеческой деятельности.

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POSITIVE AND NEGATIVE ASPECTS OF VIRAL INFECTION

We often have to deal with various diseases that are associated with viral infections. There is an opinion that viruses can be biological weapons, and hundreds of thousands of people die from them. For example, the AIDS virus

has caused a pandemic all over the planet, and the Ebola virus can kill entire villages in Africa. However, there are scientists who claim that viruses are one of the important factors of evolution.

First of all, viruses affect not only animals, but also plants, fungi, bacteria and even other viruses. It is assumed that at some stage of evolution, these agents separated from cellular forms and continued to evolve in parallel. It is known that no virus can reproduce outside the host cell; it is a non-cellular form of life that contains only DNA/RNA and some proteins that protect genetic information and are necessary for the first stages of cell infection. Once in the cell, the virus needs to multiply as efficiently as possible using cellular enzymes, which in most cases breaks down its work.

In addition, very often viral particles that have formed in the cell can kill it during the exit into the intercellular space. But it is very unprofitable to kill your house. Therefore, most viruses have their own host, such as the human herpes virus. Such viruses have adapted to their hosts and do not cause them significant harm. Therefore, approximately 95 % of the world's population has the human herpes virus, but it does not threaten our health [2].

Moreover, some scientists claim that if we got rid of our “ordinary” viruses, then perhaps new, more aggressive pathogens would take their place. Therefore, this mechanism can be called the first factor in the evolution of viruses and cellular forms (including humans), which is carried out approximately according to a certain scheme. A new virus infects another species; those members of the population who cannot cope with this virus die or get sick. Those who can somehow fight this disease continue to live and give birth to the same persistent descendants, that is, they transmit their genetic information. The virus can also mutate. So those strains that were aggressive and killed their hosts do not have the opportunity to reproduce, and those that are less aggressive allow their hosts to live and eventually reproduce successfully.

That is why those viruses that we are not the owners of, for example, animal viruses, are particularly dangerous for humans (cases of human infection with a plant virus or bacteria are not yet known). The same HIV “migrated” to us from monkeys who are resistant to it and do not suffer from any AIDS-related diseases. Scientists suggest that by the year 2300, HIV for humans will not be as deadly as the human herpes virus. Depending on the form in which the genetic information of the virus is encoded and the life cycle, they can reproduce in very different ways. One of the most interesting ways is the reproduction of retroviruses. These are RNA that contains viruses that, once in the cell, synthesize DNA from this RNA, this DNA is embedded in the host genome, and already from it, along with useful proteins, and the cell synthesizes viral ones. If such a virus is embedded in the germ cells, then it will be very easily transmitted from parents to a child.

Over time, the immune system reacts to some viruses and learns how to fight them. Viral DNA has some sequences that has been not in the cell before, and they can not only harm, but also help the cell. If the cell does not deactivate them, then there may be benefits for the cell structure from this viral DNA.

It is assumed that 5–8 % of the human genome contains retroviruses. It may be a “time bomb”, as some scientists claim, and one day these retroviruses may “come to life”.

However, there is apoptosis, which protects the cell from further development of the virus in the body. Apoptosis as an immunomodulatory form of cell death plays a stabilizing role in maintaining an optimal number of cells in the body. The biological essence of cell death in infectious pathology is not sufficiently illuminated, and the concept of the negative and positive significance of apoptosis in the pathogenesis of diseases is presented ambiguously. The main attention should be paid to the classical caspase-dependent apoptosis of cells of innate and adaptive immunity, the reactivity of which is associated with the initiation and outcome of infectious processes. A number of pathogens of bacterial and viral infections can be triggers or inhibitors of apoptosis in the eukaryotic cell of the host, avoiding the action of immune system factors. In severe infections occurring with the development of sepsis, a massive apoptotic loss of lymphocytes in the organs of the immune system is fatal, which leads to an immunodeficiency condition and in many patients corresponds to a premortal decrease in circulating lymphocytes. Further research on the identification of molecular elements by which pathogenic agents cause cell death will ensure the development of new therapeutic approaches, including inhibition of apoptosis, to prevent the progression of severe infections [1].

Thus, we can conclude that the presence of viruses in our world is logical and justified by the laws of nature. Virus epidemics are dangerous in particular, but if you look from the point of view of evolutionary development, viruses become one of the main stimuli for the development of the human immune system. Viral epidemics are unpleasant and unsafe stages for humanity, but they are the ones that move the human species towards the development of its protective biological mechanisms. Of course, it is not necessary to stop the fight against epidemics; it is worth treating the fact of their presence quite philosophically.

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Статья посвящена вопросам положительных и отрицательных аспектов вирусной инфекции. Поднимается вопрос о роли вирусов в эволюции человечества. Отдельно взятый человек, зараженный каким-либо вирусом, находится под огромным негативным влиянием, но для человечества в целом все не так однозначно.

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GLOBAL ENVIRONMENTAL PROBLEMS AND WAYS TO SOLVE THEM

Nothing affects the state of nature as much as human activity, no natural disasters have a more serious and long-term effect on the environment. Emissions of toxic waste poison water, air and soil and lead to the death of entire ecosystems, deforestation and poaching lead to the extinction of many species of animals. The situation is getting worse as technology develops. In this report we will consider the current state of the problem of environmental protection and ways to solve it.

Uncontrolled and reckless use of scientific achievements, the spread of large industrial enterprises, in addition to benefits, caused a lot of harm to the environment – widespread pollution of water, air and soil. Under the influence of negative human impact on nature, the structure of the natural landscape is distorted, natural resources are depleted.

Regional and global problems stand out among environmental problems. Local issues caused by changes at a particular point can be resolved legislatively on the spot. If they are not dealt with, they grow into large-scale ones.

Global problems are generated by contradictions of social development, the sharply increased scale of the impact of human activity on the world around us and are also associated with the uneven socio-economic and scientific and technological development of countries and regions. Solving global problems requires the deployment of international cooperation.

Modern scientists believe that humanity is already living in a collapsing world in conditions of an ever-increasing severe ecological crisis, which is turning into a crisis of the entire civilization.

It is characterized, in particular, by the fact that a person, society and the state are unable to reverse the trend of environmental degradation.

The period of industrial development has become a new stage of human relations with the biosphere. Humanity seems to be struggling with nature, striving to take away from it as much as possible. Society does not notice that it is leading the Earth to destruction with great strides, the reasons for which lie in the global environmental problems of our time:

- environmental pollution,
- greenhouse effect,
- depletion of the “ozone layer”,
- acid rain,
- soil degradation,
- the death of flora and fauna,
- major epidemics, serious diseases,
- waste problems, etc.

Environmental pollution is the most urgent problem of our time, because anthropogenic activity affects all terrestrial spheres: the atmosphere, hydrosphere and lithosphere. It is we, the people, who cause harm.

We must take a responsible approach to such issues and develop effective ways to solve this problem. We can offer such solutions as:

- increase attention to the issues of nature protection and ensuring the rational use of natural resources;
- establish systematic control over the use of land, water, forests, subsoil and other natural resources by enterprises and organizations;
- increase attention to issues related to the prevention of pollution and salinization of soils, surface and groundwater;
- pay great attention to the preservation of water protection and protective functions of forests, the conservation and reproduction of flora and fauna, and the prevention of atmospheric air pollution;
- operation of faultless fuel;
- accident prevention;
- reduction of freon emissions into the atmosphere;
- installation in transport and enterprises;
- use of effective filters;
- maintenance of environmentally friendly agriculture.
- strengthen the fight against industrial and household noise.

The creation of nature reserves and national parks, the decentralization of megacities are important for the protection of the biosphere. Modern programs

for solving environmental problems are not effective enough. Man must move from the concept of dominion over nature to a partnership relationship. The main environmental problems have yet to be solved.

Every citizen can help the environment by observing the rules for sorting garbage. Now humanity has already achieved success in understanding the problem and finding ways to solve it. Being on the verge of an ecological catastrophe, we realized that the salvation of the planet depends on ourselves.

In conclusion, we would like to say that human is a brilliant creation of nature and an integral part of it, however, with the advent of new technologies and an increase in the population growth rate on Earth, the planet is suffering more and more, and people need to pay more attention to energy conservation. It is we, people, who destroy non-renewable resources, destroy flora and fauna, and disrupt natural cycles.

Everything is changing around us: animals are beginning to die out, and islands are going under water, whole cities are destroyed by cataclysms, but only people continue to treat the planet rudely and with great enthusiasm to pump out of it those last grains that it needs so much. What is happening around us is the work of our own hands, and only by saying “STOP” to ourselves we will have a chance to “ask for forgiveness” from the Earth.

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В статье описываются современные глобальные экологические проблемы. Автор приходит к выводу, что всему виной безрассудное отношение человечества к природе. Однако автор верит, что если объединить усилия, направленные на решение данных проблем, то можно если и не исправить ситуацию, то хотя бы не допустить дальнейшего ее развития.

К содержанию

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A. CHEKOV'S LITERARY TRADITION AND ITS INFLUENCE ON HEMINGWAY'S SHORT FICTION

One of the directions in the development of modern literary criticism is the study of the links between the creative activity of writers of different nationalities. One of the writers who influenced the development of world literature and many writers of the twentieth century is A. P. Chekhov.

At one time, Chekhov managed to raise the world short story to a new level. He created an impressionistic short story, rich in subtext, but at the same time not devoid of descriptiveness. Critics note a special feature of most of Chekhov's works – the discrepancy between the thoughts and words of the characters [6].

Chekhov's influence on the modern short story and the modern play is immense. Among his innovations were his economical use of narrative resources, his concentration on character as mood rather than action, his impressionistic adoption of particular points of view, his dispensing with traditional plot, and, as Charles May declared in an essay, his use of atmosphere as “an ambiguous mixture of both external details and psychic projection”. In all these regards Chekhov had an immediate and direct impact on such Western writers as James Joyce, Katherine Mansfield, and Sherwood Anderson; indirectly, most major authors of short stories in the twentieth century, including Katherine Anne Porter, Franz Kafka, Ernest Hemingway, Bernard Malamud, and Raymond Carver, are in his debt [1].

Speaking of the creative connections of American novelists with Chekhov, Ernest Hemingway, who wrote in the 20s and 60s, should be mentioned in particular. Many scholars believe that his creative method was influenced by the works of Anton Chekhov. This article, based on a comparative analysis of the stories, takes a closer look at this technique and offers a new way of understanding Hemingway's creative method [8].

That is why this article intends to review Hemingway's creative method as a short story writer and comments on Chekov's influence on Hemingway's legacy [7].

Hemingway's stories in comparison with the traditional nineteenth and early twentieth century stories may be defined as “well-made”. They are usually elliptical in form, rarely tying up details in a neat bundle in order to bring the stories to a conclusion. The type of story, which Hemingway wrote, as Sheldon

Grebstein has noted, reflects a belief in Anton Chekhov's "dictum that in both scene and character the selection of significant details, grouped so as to convey an image, is the vital thing" [4].

The characteristic features of the work of both authors are conciseness of style, symbolism, laconicism in describing moods and feelings, masterful use artistic detail. The principle of creating an "iceberg" is described by Hemingway in the work "Death in the Afternoon": "I can tell you about my work, which I build on the principle of an iceberg, which has only one eighth on the surface, and the remaining seven eighths are hidden under water. Everything you know, you can leave out, and this will only strengthen your iceberg. If the writer omits what he does not know, but should know, then cracks and holes appear in his story" [5].

You can trace the creation of the style used by Hemingway by comparing his works with the works of A. P. Chekhov.

An American man is traveling with his girlfriend. She is going to have an abortion to make everything right for her boyfriend. This is the plot of "Hills like White Elephants" by Ernest Hemingway. The plot, despite some differences in the action of the characters, has some similarities with "The Lady with the Dog" by Anton Chekhov. One of the most important aspects of the Chekhovian style is the setting, especially in the matter of location. For instance, in the "The Lady with the Dog," the plot could not happen in any city other than Yalta. Dimitri, the main character, in his 40s, is a Russian man unsatisfied with his marriage and goes to Yalta, the town that has been known as the city of affairs. The reputation of the city also justifies the presence of Anna, a young married woman who is on vacation in Yalta and is interested in talking to a stranger. Chekhov's stories are shaped by the location. On the contrary, in most stories by Hemingway changing the location does not change the plot. This means that location and setting are important, but they are not the foundation of the story which is basic in Chekhov's short fiction [3].

"The Lady with the Dog," can not happen anywhere else because the city (cities) is also characters of the story. The specific appearance, culture, and atmosphere of Yalta and Moscow plus the face that summer and winter give to the cities, shapes the foundation of the plot. Hemingway takes this road in "Hills like White Elephants" as well, although he does not make it a required foundation of the story like Chekhov.

Hemingway needs his American characters in another part of the world, in a country that has some signs of romanticism in its culture and its atmosphere can contradict with the purpose of the story. Somewhere that his characters even have some difficulty with the language, and a language that is poetic enough to draw a contrast to the story. This separates the characters from the environment around them. Then he gives life to the rail station by shaping it as another

character. Hemingway tries to make a clear scene in his story, which gives the story more visual power to increase the mood; giving life to the location and the symbolic use of the characteristic of the location is one of the most important aspects of writing that, possibly, Hemingway borrowed from Chekov [3].

The centre of the setting in both stories is the same. Both stories are about the detachable connection in a junction. Yalta in “The Lady with the Dog” and the rail station in “Hills like White Elephants” play the role of a point where things are joined. The writers have chosen the location carefully. Yalta and the train station describe the main characters of the story and their detachable situation. The love between Dimitri and Anna are taboo. They are both married. Their one-night-stand suddenly turns into something more serious. However, will they divorce their spouses? Is their love real or is it just a glancing lust? Chekov leaves his audience with no clear answer. The same situation applies to “Hills like White Elephants.” The girl has to choose between killing her unborn baby and losing her boyfriend. The story does not make it clear that the man is a hundred percent sure that after the abortion will continue his relationship with his girlfriend, although he says everything will be O Kafter that, “We’ll be fine afterward. Just like we were before”. At the end of the story, Hemingway leaves the audience with same uncertainty that Chekhov does the same uncertainty and temporality that the locations are based on [3].

The assumption in both stories is that the audience knows the background of what is happening, or if the audience does not know, it does not matter. This is a theatrical approach to a story. Chekhov, according to his background as an actor and later a playwright, has a long history of using this kind of techniques in his short stories, but it can be considered as a different approach in Hemingway’s style of writing. Hemingway does not stop there. He continues his story, “Hills like White Elephants,” exactly like a play. He uses short descriptions, structured by short sentences. The list of, mostly unclear, dialogues make the story much closer to the absurdist plays rather than Chekhov’s realistic approach with long and detailed descriptions. This makes a huge difference between the two writers, although both stories are full of performances and actions [3].

Taking as a basis the genre originality of Chekhov’s stories, Hemingway creates his own unique, original, original style of narration. Thus, a new phenomenon appeared in American and world literature called “Hemingway’s short story”, in which subtext is used universally, the entire story and description are replaced by “show”, and comparison, comparison with other objects to reveal the essence – disclosure “from within” [7].

Summing up the study, I would like to note the unconditional influence of A. P. Chekhov on Hemingway, his direct presence in Hemingway’s early stories. Maximum honesty, maximum objectivity and “coldness” (the coldness of manner, rather than an inner attitude toward the story), the desire to remove

everything “superfluous” from the text – these are some general principles of Chekhov and Hemingway’s method of writing.

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Статья посвящена изучению связей творческой деятельности двух выдающихся писателей – А. П. Чехова и Э. Хемингуэя. Характерными чертами творчества обоих авторов являются лаконичность стиля, символизм и немногословность в описании настроений и чувств, мастерское использование художественной детали.

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PSYCHOLOGY IN THE SERVICE OF MODERN MARKETING COMMUNICATIONS

The level of development of mankind at the present stage quite objectively corresponds to the term “information society”. Global changes in the IT sphere lead to an increase in the intensity of information consumption, which changes the behaviour of a modern consumer: it becomes less rational and more emotional. In such conditions, the solution of the problem of bringing the product to the market is impossible without creating stable relationships with the target audience. Knowledge in the field of psychology helps modern economists and marketers to cope with this problem: psychological methods of stimulating the consumer to perform a targeted action came to the rescue. To use stimuli (triggers) effectively, you need to have a good understanding of the psychology of the client [1].

Customers usually believe that when making purchases they rely solely on their logic, but this is far from always true. The trigger provokes an emotional factor, prompting the target action to be performed. That is why this tool is widely used in modern marketing to increase sales and successfully proves its effectiveness all over the world.

The theoretical degree of elaboration of the problem, despite its relevance, is currently small.

The purpose of the study is to consider the role of psychological incentives (triggers) in modern marketing communications.

The origins of the use of triggers in order to solve economic problems lie in behaviour design (behavioural design) – a modern trend in psychology. Its founder is B. J. Fogg, researcher at Stanford University, director of the Behaviour Design Lab. In his opinion, the following components are necessary to initiate any action: motivation to act (in marketing, the consumer must have sufficient motivation to make a purchase); the ability to perform an action (in marketing – the consumer must have physical and financial ability to make a purchase); trigger (in marketing – the consumer needs an impulse that activates the process of making a purchase). The motto of behavioural design is “Put hot triggers in the path of motivated people” [2].

Although the nature of motivation is a subject of debate among psychologists, B. J. Fogg is convinced that the desire to take action is determined by the following main motivators: everyone wants to have pleasure

and avoid pain, have hope and avoid fear, gain social acceptance and avoid social rejection. These two sides of each motivator are levers that increase (or decrease) the likelihood of taking an action by increasing (or decreasing) its motivation.

If the trigger is considered as a signal to perform an action, then motivation determines the degree of desire for an act. According to B. J. Fogg's theory, other people act as the most active triggers: it is they who incline each other to what has benefited them.

B. J. Fogg's student N. Eyal co-authored the best-selling book "Hooked: How to Build Habit-Forming Products" with R. Hoover, where triggers are considered as a signal to take action and the first stage of taking the buyer "on the hook" [3].

Behavioural design is actively introduced into our daily lives. Sales emails and ads, review sites and opinion-forming online forums are all specifically designed to play on basic human instincts in order to achieve the desired result. The methods used are often too obvious and unceremonious, but over time they become more sophisticated and, as a result, less noticeable.

As is often the case when considering commercial matters, there is also a moral dimension to the use of psychological incentives to increase sales. B. J. Fogg assumed that the psychological theory he developed would serve the benefit of mankind, but in the course of his observations he came to the conclusion that businessmen use his ideas to make money by turning product consumers into captives, which, in his opinion, is immoral. N. Eyal is confident that triggers that effectively affect the consumer are, on the contrary, progress, not a problem, and does not believe that this marketing tool should be evaluated negatively. Another student of B. J. Fogg, T. Harris, is convinced that the manufacturer, wanting to impose his products, uses triggers in marketing as manipulators of consumer behavior based on the use of a person's psychological vulnerability. In his opinion, triggers infringe on the possibility of free choice and are a powerful force on the scale of the global economy.

It should be noted that the opinion that the fact of using psychological incentives in itself is already a guarantee of an increase in economic profit will be incorrect. Before the trigger manipulation works, a lot of marketing work must be done to popularize the proposed product, motivate the potential consumer, and form his conviction in the benefits of the offer made to him.

As practice shows, the prospects for the use of psychological methods of stimulation in marketing communications are great, and therefore it is necessary to start active theoretical and practical development of this topic.

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В статье рассматривается роль психологических стимулов (триггеров) в современных маркетинговых коммуникациях. Автор анализирует истоки применения триггеров в экономике, обращает внимание на нравственный аспект использования методов поведенческого дизайна в бизнесе и точку зрения на эту проблему психологов.

К содержанию

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DIE NICHTSTAATLICHE HOCHSCHULE: STRUKTUR, STEUERUNG UND VERWALTUNG (WALDORFSCHULE)

Derzeit gibt es in der Weltbildung die Veränderung der Naturvorstellungen und der Bildungsziele. Das bedingt die Notwendigkeit, andere Ansätze für die Organisation des Lernprozesses zu finden, zu bestimmen, wie die Möglichkeit der Selbstentwicklung und Selbstverwirklichung des Individuums gewährleistet werden kann. Die moderne Gesellschaft fühlt die zunehmende Notwendigkeit, einen aktiven, kreativen, innerlich freien Menschen zu erziehen, der seinen inneren Wert und seine Einzigartigkeit erkennt und in der Freiheit leben kann, sich aber gleichzeitig an universellen Werten, Beziehungen zur Welt und den Errungenschaften der Zivilisation orientiert. Einen besonderen Platz in dieser Bewegung nimmt das System des österreichischen Philosophen und Pädagogen Rudolf Steiner ein.

Rudolf Steiner hatte viele Vorträge über Erziehung und Schulfragen gemacht und veröffentlicht. Diese Gedanken und seine praktische Erfahrung führten letztlich zur Gründung der Waldorfschule und zur Begründung der Waldorfpädagogik. Die Waldorfschule wurde im Jahre 1919, nach dem ersten Weltkrieg in Deutschland, von Rudolf Steiner und Emil Molt gegründet. Diese Schule war erstmal für die Arbeiterkinder in Stuttgart gedacht und wurde nach der Zigarettenfabrik benannt.

Rudolf Steiner ging von der Dreigliedrigkeit des Menschen aus, das er in Körper, Seele, Geist beschreibt, und forderte, den Menschen in seiner

Gesamtheit zu erforschen. An den Waldorfschulen geht es um eine gleichberechtigte Förderung der kognitiven, künstlerisch-kreativen und handwerklichen Fertigkeiten. Die als „richtunggebende Persönlichkeit“ fungiert der Lehrer. Er erarbeitet und unterrichtet alle Hauptfächer in der Klasse.

Der Schultag an der Waldorfschule beginnt mit dem in der Regel zweistündigen Hauptunterricht. Die Kinder sind von der 1. bis zur 8. Klasse in einem Klassenverbund mit einem Klassenlehrer, deshalb kennt ein Lehrer die Stärken und Schwächen der Kinder und pflegt einen engeren Kontakt zu den Familien. Es findet sogenannter Epochenunterricht statt. Hier handelt es sich um zusammengefasste Unterrichtseinheiten, die sich mit einem Stoffgebiet beschäftigen. Der Epochenunterricht dauert dann ca. drei bis vier Wochen, in denen sich die Kinder mit einem Thema beschäftigen. In einer Klasse werden unterschiedlich intellektuell, sozial, emotional und motorisch begabte Schüler unterrichtet [1]. Ab der 1. Klasse lernen die Schüler 2 Fremdsprachen, häufig eine dritte Fremdsprache ab der 5. Klasse. Ab der 5. Klasse werden auch handwerklich-künstlerischer Unterricht, wie Schreinern, Hauswirtschaft, Schneidern und Gartenbau, ab weiteren Klassen kommen Landwirtschaft, Schmieden, Töpfern, Feldmessen, Zeichnen, Informatik, Chemie-Experimente hinzugefügt. In der Oberstufe, ab der 9. Klasse, übernehmen wechselnde Fachlehrer den Hauptunterricht. In der 11. und 12. Klasse folgen Buchbinden und Technikunterricht [2].

Lehrbücher werden im Epochenunterricht selten benutzt, weil sie fertig aufbereitetes Wissen präsentieren und dem Prinzip einer genetisch-organischen Aneignung des Lehrstoffes entgegen. Ebenso werden elektronische Medien während der ersten Schuljahre gar nicht oder nur zurückhaltend eingesetzt. Die Schüler machen Notizen in sogenannten Epochenheften.

Abschlussnoten werden bis zur 8. Klasse nicht vergeben, stattdessen wird im Schulzeugnis eine verbale Charakteristik erstellt, die dem Schüler ein Spiegel seines Lernens und seines Charakters sowie Anreiz zum Weiterlernen sein soll. Auf Wunsch der Eltern oder Nachfrage der Schüler wird an einigen Waldorfschulen ab der neunten oder zehnten Klasse ein Ziffernzeugnis zusätzlich zum Textzeugnis gegeben.

Der Lehrplan der Waldorfschulen ist kein festgelegter Katalog von Zielen und Themen. Inhalte und Methoden werden vom Entwicklungsstadium der Schüler bestimmt, sondern nicht von der sachlichen Gliederung des Unterrichtsstoffes.

Der so genannte Waldorfschulabschluss kennzeichnet das Ende des auf 12 Jahre ausgelegten pädagogischen Konzepts der Waldorfschulen. Der Waldorfschulabschluss ist in Deutschland, im Gegensatz zu anderen europäischen Ländern, staatlich nicht anerkannt. Es gibt keine Abschlussprüfung im üblichen Sinne, die Bewertung zieht sich als ein modularer Prozess durch die

gesamte Oberstufe und umfasst neben einer abschließenden Beurteilung der schulischen Leistungen diverse Praktika, eine Facharbeit oder die so genannte Jahresarbeit mit einem theoretischen und einem praktischen Teil, die Teilnahme an einem Theaterprojekt der ganzen Klasse.

Die Selbstverwaltung erfolgt durch Eltern und Lehrer*innen gemeinsam und stellt ein sehr zukunftsorientiertes soziales Erfahrungsfeld dar. Die pädagogische Leitung wird von der wöchentlichen Lehrerkonferenz wahrgenommen, an der alle Lehrer*innen gleichberechtigt mitwirken. Das Bemühen um das Verständnis des Menschen, seiner Lebensgesetze und um Fortentwicklung der Pädagogik auf der Basis der anthroposophischen Geisteswissenschaft bildet die gemeinsame Grundlage. Die Schulen werden von staatlichen Zuschüssen und von dem festgelegten Schulgeld finanziert. Die Kosten orientieren sich am Einkommen der Eltern.

Die Waldorfschule ist in erster Linie eine „Schule im Interesse des Kindes“, wenn es nicht um ein Kind für die Schule geht, sondern um eine Schule für das Kind. Das heißt, hier hat das Kind das Recht, ein Kind zu bleiben. Dies unterscheidet die Waldorfschule von der traditionellen staatlichen Schule, die weitgehend an eine Institution erinnert, deren Zweck es ist, Informationen zu liefern und das Ergebnis der beherrschten Information zu kontrollieren.

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Вальдорфские школы существуют во многих странах мира. В современном мире возникает необходимость поиска других подходов к организации учебного процесса, обеспечивающих возможность саморазвития и самореализации личности. В статье описываются основополагающие идеи педагогики Рудольфа Штайнера, а также рассматривается процесс обучения и воспитания в Вальдорфской школе.

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ECOLOGIZACIÓN DE LA ECONOMÍA EN LOS PAÍSES DE LA UNIÓN EUROPEA

En la etapa actual del desarrollo del sistema económico mundial, el uso excesivo de los recursos naturales se ha convertido en el principal obstáculo para el desarrollo sostenible de las economías nacionales del mundo. Debido a la situación ambiental y económica actual, la humanidad se enfrenta a problemas de prioridades cambiantes en todos los niveles. La siguiente etapa de progreso tecnológico podría llevar a serias limitaciones:

- la posibilidad del medio natural de aceptar los residuos de las actividades productivas humanas;
- el capital natural no renovable.

La esencia de la nueva política económica es llevar la economía a un camino sostenible de desarrollo ecológico y equilibrado, donde el proceso de ecologización de todas las esferas de la vida económica de la sociedad en su conjunto se convierta en una condición.

Existen diferentes definiciones de innovación ambiental y términos relacionados, como “tecnología limpia” (cleantech) y “tecnologías verdes” (Green technologies). La Organización para la Cooperación y el Desarrollo Económicos define lo siguiente: ecoinnovación es la creación de nuevos bienes y servicios, procesos y sistemas competitivos que satisfagan las necesidades de la población con un uso mínimo de los recursos naturales y un mínimo de emisiones de sustancias tóxicas y tóxicas al medio ambiente [1].

Hoy en día, la mayoría de las innovaciones ambientales se centran en la creación de industrias de bajo consumo y sin desperdicios, nuevos medios y métodos de control y monitoreo de las condiciones ambientales.

Existen diferencias significativas en todas las regiones de la Unión Europea en términos de ubicación geográfica, mentalidad nacional, experiencia, instrumentos políticos y económicos para desarrollar e implementar tecnologías o innovaciones ambientales. Sin embargo, la seguridad energética y la reducción de los efectos negativos del cambio climático siguen siendo objetivos clave de la política energética de la UE, cada uno de los cuales tiene el mandato de alcanzar los objetivos del 20 % de los recursos renovables en el suministro de energía y el 10 % de los recursos renovables en el sector del transporte para 2024. Este último corresponde a la sustitución de 50 mil millones de litros de combustibles fósiles para el transporte. Cada dos años la UE publica un informe sobre el progreso de las energías renovables. Así, en 2020, la proporción proyectada de energías renovables en el consumo final bruto de energía fue el 18,4 % [2].

Muchos estados miembros de la UE ya están liderando la reducción de las emisiones de gases de efecto invernadero mediante el uso de fuentes de energía alternativas:

- en el Reino Unido, el 47 % de la energía eólica;
- en Suecia, más del 22 % es bioenergía, que utiliza no solo madera, cultivos vegetales técnicos, sino también turba como materia prima;
- en Italia, un 25 % es energía geotérmica;
- en Portugal, más del 18 % de toda la energía es generada por centrales eléctricas de marea.

Sin embargo, Alemania sigue siendo el líder en energía alternativa, donde un 43 % es energía eólica. En términos del número de plantas de energía eólica (más de 20000), Alemania está por delante de todos los países del mundo. Además de los parques eólicos, un 20 % proviene de la energía solar, y más del 5 % es la energía de las olas del mar y las centrales eléctricas de marea. Actualmente, las fuentes renovables proporcionan alrededor de una cuarta parte del suministro de electricidad en Alemania, pero el objetivo es elevar esta cifra hasta el 80 % para 2050.

Por lo tanto, la política energética de la UE para energías renovables hasta la fecha resuelve una serie de desafíos:

- proteger el medio ambiente;
- actuar en muchas industrias del sistema económico mundial como una fuente confiable y segura de energía;
- integrar energías renovables en el sistema energético general;
- mejorar la eficiencia energética (especialmente en la planificación urbana).

La transición de los países de la UE a fuentes renovables reducirá la dependencia de las economías nacionales de los precios mundiales de los recursos energéticos tradicionales y en el futuro brindará la oportunidad de convertirse en los principales exportadores de energía renovable, incluidas las últimas tecnologías, materiales estructurales y elementos.

Cabe mencionar que la globalización tecnológica está indisolublemente ligada al desarrollo de biotecnología, nanotecnología y tecnologías físico-químicas que ahorran recursos, que son ejemplos evidentes de ecoinnovación y contribuyen a resolver muchos de los problemas mundiales de la humanidad relacionados con los alimentos, las materias primas y la lucha contra las epidemias. En el futuro, el desarrollo de esta dirección permitirá el uso de recursos renovables de biomasa en la producción, así como proporcionar medidas adicionales para reducir las emisiones de sustancias nocivas a la atmósfera y reducir el tiempo de descomposición de los desechos.

Por lo tanto, cabe señalar que el desarrollo de nuevas tecnologías y ecoinnovaciones relacionadas con la producción de fuentes de energía renovables, el tratamiento de materiales y desechos en ciclos de producción

cerrados, la construcción y modernización de edificios que ahorran recursos y eficiencia energética y la creación de redes eléctricas inteligentes son un componente esencial del proceso de ecologización de la economía en los países de la Unión Europea en el contexto de globalización. Estas esferas ofrecen una oportunidad para el posterior desarrollo estable de las economías nacionales y del sistema económico europeo en su conjunto.

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В статье раскрываются теоретические аспекты экологизации экономики в странах ЕС в условиях технологической глобализации. Приведена статистика использования альтернативных источников энергии в странах – членах ЕС. Описан ряд задач, которые на сегодняшний день решает энергетическая политика ЕС по возобновляемым источникам энергии.

К содержанию

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FEATURES OF THE LEGAL STATUS OF THE CONSTITUTIONAL COURT OF BELARUS

The court system of the Republic of Belarus is represented by the Constitutional Court and universal jurisdiction courts. As well, the system of courts in Belarus is based on the territorial principle and specialization.

The article is devoted to the Constitutional Court as a body of judicial control over the constitutionality of the normative legal acts in the state. The Constitutional Court exercises judicial power through constitutional legal proceedings.

Universal jurisdiction courts exercise justice through civil, criminal and administrative proceedings and proceedings in economic cases. In general,

universal jurisdiction courts are divided into three types of courts: district (municipal) People's courts – lower link of the Universal jurisdiction courts; regional (Minsk city) courts and economic courts of the regions (the city of Minsk); the Supreme Court of the Republic of Belarus – the highest link of the Universal jurisdiction courts. Whereby, each court is a certain link in the judicial system. In general, link (part or element) of the judicial system is a court or courts that occupies a certain level or position in the judiciary and is endowed with competence. In addition, the number of links depends on the administrative-territorial structure of the state [1].

Bodies of judicial community are an important component of the court system. If we talk about Belarus then Bodies of judicial community are The Congress of Judges; The Republican Council of judges; Conferences of judges of regional (Minsk city) courts and economic courts of regions (Minsk city); Higher Qualification Board of Judges of the Supreme Court, Qualification boards of judges of regional (Minsk city) courts and economic courts of regions (Minsk city).

Generally, the court system is decentralized. It means that decentralization is done through the functional separation of the organizational forms of the judiciary.

The Constitutional Court of the Republic of Belarus was established in April 1994. The Court is run under guidelines that were issued in 1997. Also it has twelve members (judges). The judges of the Constitutional Court are the Chairman, Vice-chairman and ten judges of the respective court. The judges of this court are serving eleven-year terms of office.

The Constitutional Court can get to work with at least eight judges. This court is formed in the following order – six judges are appointed by the President of the Republic of Belarus and six judges are elected by the Council of the Republic of the National Assembly [2].

The Chairman of the Constitutional Court is appointed by the President of the Republic of Belarus with the consent of the Council of the Republic of the National Assembly from among the judges of the respective court for a period of five years. Now the Chairman is Mikloshevich Peter.

Talking about the Vice-chairman, it is worth noting that he/she is elected by the Constitutional Court of the Republic of Belarus from among the judges of that court on the proposal of the Chairman of the Constitutional Court. The Vice-chairman is serving five-year terms of office.

In addition, it is worth paying attention to the fact that in each court there is a maximum age of a judge. Thus, the age limit for judges of all Universal jurisdiction courts, except for the Supreme Court, is 65 years. The age limit for judges of the Constitutional Court and the Supreme Court of the Republic of Belarus is 70 years.

The key mission of the Constitutional Court is to protect the constitutional order of the Republic of Belarus, the rights and freedoms of man and citizen guaranteed by the Constitution.

The Constitutional Court has certain acts such as conclusions, decisions, definitions and queries and submissions. Conclusions are issued on the constitutionality of normative legal acts, as well as violations of the Constitution by the chambers of parliament. Usually conclusions are final. Decisions are issued on other issues that fall within the competence of the Constitutional Court. Definitions are issued on procedural issues, which arise in the course of constitutional proceedings. Queries and submissions represent an appeal of the Constitutional Court to state bodies and other organizations [1].

There are five stages of conducting constitutional proceedings. The first one is the submission by authorized bodies of a proposal to the Constitutional Court. Authorized bodies are the President, the National Assembly of the Republic of Belarus, the Council of Ministers and the Supreme Court. The second stage is preliminary consideration of the proposal of the initiator by the Secretariat of the Constitutional Court and preliminary study of the proposal of the initiator by the judges of the Constitutional Court. The third stage is commencing the proceedings. The next step is to prepare the case for trial. In addition, the last stage is the consideration of the case in court.

The Constitutional Court of the Republic of Belarus also includes a Secretariat and a scientific advisory council. In fact, the Secretariat of the Constitutional Court is a body that ensures the work of the court in the exercising of justice, generalization of judicial practice and analysis of court statistics. The Secretariat exercises organizational and logistical support.

The number of secretariat employees is determined by the President of the Republic of Belarus with the consent of the Chairman of the Constitutional Court. The structure of the Secretariat includes the Leadership (**Stuff of the Secretariat**) – Head of the Secretariat (he is appointed and dismissed by the Chairman of the Constitutional Court), **Legal Department, Expert Legal Department and Administrative Department** [2].

In the Constitutional Court there is the scientific advisory council, which is at the same time is an advisory body. Its personal composition is approved by the Constitutional Court with the consent of the Chairman of the Constitutional Court of the Republic of Belarus.

The personal composition includes two co-chairmen, the secretary and council members. Co-chairmen and the secretary are elected from among the members of that council. The election is by open vote. The secretary and two co-chairmen are serving three-year terms of office. The secretary organizes issues for consideration at meetings and keeps a record of those present.

The main powers of the council are securing the rule of the Constitution, scientific support of the Constitutional Court in the performance of tasks assigned to the court by the Constitution and conducting scientific analysis of theoretical and practical problems.

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Показана роль Конституционного Суда, который обеспечивает реализацию положений Конституции, сдерживая законодательство и его применение в конституционных рамках.

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A ENERGIA ALTERNATIVA NO SÉCULO XXI

A situação ambiental do mundo muda rapidamente. O mundo depende excessivamente do petróleo como fonte de energia para abastecer a maioria das suas operações. O petróleo é usado principalmente como combustível. É também usado para a fabricação de plástico, criação de medicamentos, produção têxtil e cosmetologia. Os produtos de refino de petróleo são amplamente utilizados na produção em todos os lugares. É importante notar que até 80 % da energia do mundo vêm dos combustíveis fósseis.

Infelizmente, os depósitos fósseis não são eternos. Um dia eles vão acabar e causar muitos problemas no mundo. Mesmo agora, eles já começaram a desaparecer gradualmente.

Para resolver este problema no mundo no final do século XX já começaram a usar as fontes alternativas de energia. As fontes alternativas de energia são as formas de produção de energia que causam menor impacto ambiental no planeta sendo assim, pouco poluentes. Hoje, as fontes alternativas de energia são representadas por todas as fontes de energia limpa que substituirão com sucesso

os combustíveis fósseis por um ambiente mais limpo no futuro. Entre as fontes mais comuns destacam-se:

- Energia solar.
- Energia eólica.
- Energia hidráulica.
- Energia da biomassa.
- Energia geotérmica.

Todas essas fontes de energia alternativa são ecologicamente corretas. Em comparação com as fontes de energia tradicionais, elas não poluem a natureza. A energia ainda vem principalmente de recursos fósseis, mas os projetos de energia renovável estão aumentando sua presença em muitos países. A participação das energias renováveis no mundo é de cerca de 18 %. Têm o potencial de substituir com sucesso o uso de combustíveis fósseis para reduzir o nível de poluição no planeta.

De acordo com as estatísticas anuais de capacidade renovável da Agência Internacional de energia renovável 2019, a capacidade global de geração renovável atingiu 2.351 GW (gigawatt). As três fontes alternativas de energia com maior porcentagem são energia solar, energia eólica e energia hidráulica.

A energia solar pode ser definida como a energia que pode ser colhida usando a radiação do sol sob a forma de luz solar. Entre os países, a China é a líder em instalações solares, respondendo por mais de 35 % da capacidade global. O custo da energia solar caiu exponencialmente na última década e agora é a fonte mais barata de nova energia. Desde 2010, o custo caiu 85 %. Em 2019, o total de painéis solares em funcionamento na terra produziu 2,7 % da eletricidade do mundo e a capacidade total de todos os painéis solares em operação na terra foi de 635 GW. Em 2020, a capacidade instalada total de todos os painéis solares em operação na terra foi de 760 GW. Isso prova que esse setor de energia está se tornando mais difundido.

A energia eólica é conhecida como uma fonte de energia mais prática do que a energia solar, porque o vento pode girar uma turbina e gerar eletricidade dia e noite, mesmo que lá fora tenhamos um dia ensolarado ou nublado. A energia eólica é mais independente das condições naturais.

Recentemente, muitos países têm expandido o uso de usinas de energia eólica. Eles são mais usados nos países da Europa Ocidental, nos Estados Unidos da América, na Índia e na China. Em 2011, a Dinamarca está gerando mais de um quarto de sua eletricidade a partir do vento. Em 2019, os líderes em energia eólica foram Dinamarca, Irlanda, Portugal, Alemanha e Reino Unido. Na Dinamarca 48 % da eletricidade proveniente do vento, na Irlanda – 33 %, em Portugal – 27 %, Alemanha – 26 %, Reino Unido – 22 % [3].

Os países em que dez a treze por cento da eletricidade é gerada a partir do vento e do sol são: China, Estados Unidos, Índia, Japão, Brasil e Turquia.

A União Europeia e o Reino Unido têm uma participação de 21 % e 33 %, respectivamente. Portanto, pode-se concluir que, com o advento das novas tecnologias, o aumento da porcentagem de energia eólica e solar é óbvio e esperado.

Uma fonte igualmente importante de energia, além da energia eólica e solar, é a energia hidrelétrica. Em todo o mundo, a energia hidráulica contribui com cerca de 16 % da eletricidade anualmente. É produzida em pelo menos 150 países. Cinco países: China, Brasil, Estados Unidos, Canadá e Rússia – representam cerca de 52 % da capacidade hidrelétrica instalada no mundo em 2010 [1]. A China é o maior produtor de energia hidrelétrica, produzindo 721 terawatts-hora. Desde 2013, o uso dela cresceu 4 %. Ela também é muito promissora, por que a Agência Internacional de energia propõe uma duplicação da energia hidrelétrica em todo o mundo até 2050 de 16 % para 32% [1].

No final de 2018, a usina hidrelétrica responde por 5,2 % no Oriente Médio e na América Central e do Sul por 51 %. Por exemplo no Brasil, a participação da usina hidrelétrica chega a 63,7 %, enquanto na Arábia Saudita eles estão ausentes. Isso ocorre porque a Arábia Saudita depende principalmente de petróleo e gás natural [3].

A energia hidrelétrica é considerada uma fonte controlável e constante de energia limpa, por isso é a fonte mais popular de energia renovável. Mas, ao mesmo tempo, pode causar um grande impacto ambiental, por exemplo, na construção de diques e zonas de inundação, o que leva à perda do habitat natural de vários animais.

A energia da biomassa e a energia geotérmica são menos comuns.

Em comparação com 1990, o aumento na capacidade instalada de estações geotérmicas foi de 56,7 %. Nos Estados Unidos, por exemplo, a geotérmica é um dos recursos de energia renovável usados para produzir eletricidade, mas seu crescimento é mais lento do que o a energia eólica e solar. Mais esta fonte é comum nos Estados Unidos, México, Filipinas, Islândia, Japão e assim por diante. É importante que a Islândia, o uso de fontes geotérmicas cobre 99 % de todos os custos de energia. Na estrutura das fontes de energia renováveis do mundo, elas representam 0,6 % no final de 2018 [3].

A biomassa é usada para produzir biocombustíveis como etanol, biodiesel e gás metano. Segundo o Worldwatch Institute, 54 bilhões de litros de biocombustíveis foram produzidos em todo o mundo em 2007. A produção de etanol foi de 46 bilhões de litros. Os EUA e o Brasil produzem 95 % do volume mundial de etanol. E em 2010, a produção de etanol aumentou. Mas a participação dos EUA e do Brasil na produção mundial de etanol caiu para 90 % [1]. A produção de biocombustíveis caiu 6 % em 2020, atribuível à pandemia de coronavírus. No 2022, espera-se que este setor se recupere.

É importante notar que a energia de biomassa não é tão limpa como outras formas de energia alternativa. A energia da biomassa libera emissões de carbono durante a queima, mas é menor do que a emitida pela queima de carvão [2]. Apesar disso, a biomassa e os biocombustíveis têm um enorme potencial no futuro.

Um grande número de fontes alternativas de energia está se desenvolvendo no mundo, mas levará muito tempo para implementá-las completamente. As fontes tradicionais ainda desempenham um papel maior do que as renováveis, mas os cientistas esperam que as coisas mudem até 2050. Isso também envolverá a criação de novas fontes de energia. No futuro, espera-se a introdução de energia de magma, resíduos nucleares, algas, painéis de chuva e muito mais. Os cientistas estão trabalhando para dar vida a muitos projetos, portanto, esgotar as fontes tradicionais em breve não será um problema.

Em conclusão, os custos estão caindo e muitas pessoas estão começando a adotar tecnologias “verdes”, mas ainda há muito a melhorar e mudar se quisermos realmente parar de usar os combustíveis fósseis. Muitos países há muito usam fontes alternativas de energia e continuam a expandir essa indústria. Eles entendem que usando energia alternativa, a humanidade não apenas preservará o planeta para as gerações futuras, mas também poderá melhorar significativamente sua ecologia.

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Представлена информация о самых распространенных источниках альтернативной энергии в мире, об их развитии на протяжении XXI в. и о странах, которые вносят большой вклад в их производство и распространение. Рассмотрены перспективы альтернативных источников энергии в мире, а также их будущее по отношению к традиционным источникам.

К содержанию

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AUSWIRKUNGEN VON TANZEN AUF DIE PSYCHISCHE ENTWICKLUNG DES KINDES

Lange bevor Kinder Sprechen lernen, kommunizieren sie über ihren Körper mit der Umwelt. Aus diesem und anderen Gründen weisen fast alle Kinder einen ausgeprägten Bewegungsdrang auf. Darüber hinaus besitzen Kleinkinder eine hohe angeborene Kreativität. Beides wird allerdings mit dem Heranwachsen und dem Anpassen an gesellschaftliche Normen mitunter – spätestens mit der Einschulung – eingeschränkt. Eine optimale Möglichkeit diese Fähigkeiten zu bewahren ist Sport, Bewegung im Alltag oder aber auch vor allem das Tanzen. Tanzen hat eine Reihe von positiven Auswirkungen auf die kindliche Entwicklung. Diese sind sowohl physischer als auch psychischer Art. Im vorliegenden Beitrag wird der Einfluss des Tanzes auf psychische Entwicklung des Kindes untersucht.

Es zeigt sich, dass sich *Tanz* als Terminus schwer fassen lässt. Verschiedene Tanzrichtungen und Überlegungen zu Tanz erschweren die genaue Definition. *Oxford Languages* definiert Tanz als geordnete Abfolge von Körperbewegungen, die nach einem durch Musik oder eine andere akustische Äußerung (wie Schlagen, Stampfen o. Ä.) hervorgebrachten Rhythmus ausgeführt wird. Auch die Deutsche Enzyklopädie beschreibt Ähnliches, fügt aber hinzu, dass der Tanz auch der Kommunikation oder als Ausdruck von Stimmung, Gefühlen und Ideen dient. Tanzen ist ein multidimensionales Phänomen, das in der Gesellschaft unterschiedliche Funktionen erfüllt, kann aber auch Selbstzweck oder Zeitvertreib sein. Jeder Mensch empfindet Tanz auf unterschiedlicher Weise, da er von seinem individuellen Erleben geprägt wird.

Die Kinder beginnen bereits sehr früh sich zur Musik zu bewegen. Das beginnt mit Wippen, Wackeln, sich schütteln und drehen. Mit der Zeit wird dieser „Tanz“ immer bewusster – Kinder tanzen Bewegungen nach, die sie in Filmen sehen, oder führen kleine Choreos auf, die sie sich selbst ausdenken. Die Kinder lernen spielerisch Bewegungsformen zu verschiedenen Rhythmen und Musikrichtungen. Im Vordergrund stehen das Wohlbefinden und der Spaß der Kinder an der Bewegung.

Tanz verbindet motorisches mit kognitivem und musikalisch-künstlerisches mit sozialem Lernen. So entstehen beste Grundlagen für einen vielfältigen Kompetenzerwerb. Ohne dass Kinder es wissen, passiert innerlich ganz viel mit

ihnen. Tanzen fördert die Kinder vielfältig, deswegen wird es oft als ein Weg zur Entwicklung vieler Merkmale eines heranwachsenden Kindes gesehen.

Grundsätzlich ist Bewegung und Tanz eng verknüpft mit dem Gebrauch der Sinne, denn jede kindliche Erfahrung ist bedingt durch mindestens eines seiner Sinnesorgane. Die Sinne sind zentral für die kindliche Entwicklung und bilden den Grundbaustein für die Ausbildung diverser Selbst- und Sozialkompetenzen. Außerdem werden über Sinneswahrnehmungen Identität, Selbstvertrauen, Weltwissen und soziale Kompetenzen erfahren. Kinder erleben ihre Sinne als Grundlage für Aktivität und Teilhabe, die ihnen helfen, den Alltag selbstwirksam zu gestalten, sich ihre materiale und personale Umwelt anzueignen, sich in ihr zu orientieren und soziale Bindungen zu erleben und zu gestalten [1].

Und Tanzen ist eine unmittelbare ganzkörperliche Erfahrung. Und zwar mit dem eigenen Körper und allen Sinnen. Durch das Tanzen wird das Kind eine bessere Koordination haben, Muskeln aufbauen, und auch das Gleichgewicht wird gefördert. Das alles ist eng mit den psychischen Vorteilen, wie einem gesteigerten Selbstbewusstsein, verbunden. Das stolze Gefühl, mit dem eigenen Körper etwas zu bewirken, hat wesentliche Einflüsse darauf, wie Kinder sich selbst wahrnehmen. Ein Kind, das weiß, wie es seinen Körper gezielt einsetzen kann und weiß, dass es sich auf ihn verlassen kann, ist oftmals ein Kind, das Selbstbewusstsein und einen hohen Selbstwert verkörpert. Durch Tanz und Bewegung entwickelt das Kind eine positive Einstellung zum eigenen Körper und somit ein positives Selbstkonzept.

Der Mensch ist ein Wesen geprägt von seinen Gefühlen und Emotionen. Der Körper steht in ständigem Wechsel zwischen sich und dem Geist. Beim Tanzen lernen die Kinder, Gefühle auszudrücken und damit umzugehen. Sie bekommen so mehr Möglichkeiten, um emotionale, affektive, sinnlich-leibliche Momente zu erleben. **Tanzen hilft, direkt im Moment zu sein, den Augenblick bewusst zu erleben und Dinge leichter zu verstehen.**

Mit jeder neuen Bewegung lernt ein Kind etwas Neues, über sich selbst und über die es umgebende Welt. Bewegung unterstützt alle Prozesse des Lernens und fördert so die kognitive Entwicklung und die Hirnreife. Ein Vergleich mit anderen kognitiven und körperlichen Aktivitäten belegt, dass Tanzen nicht nur einen sehr hohen Einfluss auf die Bildung von neuen Nervenbahnen im Gehirn hat, sondern auch schon bei Kindern die mentale Leistungsfähigkeit erhöht. Der Schlüssel liegt darin, dass Tanzen mehrere Funktionen des Gehirns – namentlich kinästhetische, rationale, musikalische und emotionale – gleichzeitig aktiviert.

Auch lernerisch kann Tanzen eine Stütze sein: Mit dem Körper Buchstaben zu formen oder Zahlen zu hüpfen, hilft wesentlich bei der Gedächtnisbildung und dabei, theoretische Inputs besser zu verstehen und zu verarbeiten. Genau wie bei Erwachsenen auch, hilft es, Gelerntes körperlich und kreativ auszudrücken, um es zu verinnerlichen [2].

Es gibt inzwischen viele Studien, die sich mit dem Phänomen Tanzen und Kognition bzw. Lernen beschäftigen. Elizabeth Spelke von der Harvard University zum Beispiel fand heraus, dass jahrelanges Tanzen bei Schulkindern räumliches Denken fördert. Kinder, die gern tanzen, schnitten darüber hinaus besser in Geometrie-Tests ab [3]. Durchs Tanzen werden tatsächlich beide Gehirnhälften beansprucht, sowohl die motorische Region als auch das Sprachzentrum. Die Behauptung, Tanzen mache schlau, ist also keine Übertreibung, im Gegenteil.

Durch Musik und Tanzen wird zudem die Fantasie und Kreativität des Kindes angeregt, denn während des Tanzens befinden sich die Kinder oft in ihrer eigenen Welt. Das kann beispielsweise die Musikalität und das Rhythmusgefühl stärken. Zur Kreativität gehört auch die Vorstellungskraft. Beim Tanzen, besonders vor einem Auftritt, können sich die Kinder ihre Bewegungen bildlich in seinem Kopf vorstellen. Man stellt sich die Bilder unterbewusst und auch bewusst vor, was zu einer enormen Technikverbesserung der Tanzschritte führt.

Immer mehr Kinder haben heutzutage Konzentrations- und Aufmerksamkeitsstörungen, was sich schlecht auf ihre Leistung in der Schule auswirkt. Durch das Tanzen lernen Kinder, aufmerksam zu sein. So verbessert Tanzen die Koordination und Reaktionsfähigkeit und fördert die Konzentrations- und Merkfähigkeit. Im Tanz bekommen die Kinder Bewegungsaufgaben, die ihre Aufmerksamkeit nach innen lenken und so zu Selbst- und Fremdbeobachtung anregen. Das Kind wechselt zwischen aktivem Tun und Beobachtungsmodus. Dies sensibilisiert, über sich selbst und über andere zu reflektieren. Auch das Ansteuern von Zielen bietet eine Möglichkeit die Konzentration zu schulen, wie zum Beispiel die SchülerInnen berichten, sich für eine bevorstehende Tanzaufführung sich hoch konzentrieren zu wollen und sich von keinen Geräuschen stören zu lassen.

Das gemeinsame Tanzen mit anderen Kindern hilft außerdem dabei, soziale Kompetenzen zu entwickeln. Sozial kompetent zu sein ist in unserer heutigen Gesellschaft eine unabdingbare Eigenschaft. Besonders SchulanfängerInnen müssen erst lernen, miteinander umzugehen. Der Tanzunterricht selbst weist sehr viele kooperative Vorzüge auf. Es geht um die Teamfähigkeit, Selbstständigkeit und Verantwortung der Kinder. Durch die gemeinsame Erarbeitung von Grundschritten und Choreographien wird klar, dass die TänzerInnen ein Teil eines Ganzen sind, und ohne ihre Anteilnahme das Gefüge einer Choreographie nicht funktioniert. Tanzspiele und das Beibringen von Schritten untereinander zeigen ihnen, wie man Kompromisse eingeht, und dass man aufeinander eingehen muss. Die Kinder lernen, untereinander zu kommunizieren und Rücksicht zu nehmen, sowie auch für ihre eigenes Handeln Verantwortung zu übernehmen. Tanzen unterstützt die Gruppen- und

Leistungsfähigkeit, stärkt die Kontaktaufnahme, fördert Freundschaften und zwischenmenschliche Umgangsformen. Durch die Bewegung mit anderen lernen die Kids, gemeinsam zu handeln und Rollen zu übernehmen.

Tanzen ist auch Bildung. Es ermöglicht die Integration verschiedener Künste (Literatur, Theater, Malerei, Musik, Film, Medien usw.) und schafft so einen natürlichen Zugang zur Bildungskultur. In diesem interdisziplinären Verfahren können für Kinder neue Erfahrungen entstehen. Sie lernen andere Kunstformen kennen.

Tanzen hat somit einen wesentlichen Einfluss auf die Entwicklung der kindlichen Psyche. Wenn ein Kind tanzen lernt, entwickelt es dabei seine intellektuellen und sozialen Fähigkeiten, fördert seine Kreativität und stärkt sein Selbstwertgefühl. Tanz kann für das gesamte Leben von Nutzen sein. Kinder, die schon in jungen Jahren beginnen zu tanzen, wachsen mit einem besseren Gleichgewichtssinn, Rhythmusgefühl, Bewusstsein und Wertschätzung ihres Körpers auf. Darüber hinaus macht Tanzen Spaß. Und Freude ist der Motor für die Weiterentwicklung und Zeichen einer guten sensorischen Integration des Kindes. Tanzunterricht ist also eine gute Möglichkeit, Talente und Fähigkeiten des Kindes zu entdecken und zu fördern.

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В статье показано влияние танцев на психическое развитие ребенка. Подчеркивается положительное воздействие танца на когнитивные процессы детей, на развитие их творческих способностей и эмоциональной сферы, а также на углубление эстетического сознания, вследствие чего хореография признается действенным средством формирования и гармонизации личности ребенка.

К содержанию

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ARABISMOS EN ESPAÑOL

El artículo revela la historia de la aparición de los arabismos en la lengua española y proporciona ejemplos de palabras prestadas.

¿Qué son los arabismos y cómo aparecieron en español? ¿Cuál es su influencia en el idioma? ¿Cómo distinguirlos? Consideraremos estos temas a partir de las investigaciones de lingüistas e historiadores, y estructurando la información recibida.

¿Cómo aparecieron? En el año 711 uno de los grupos visigodos pidió ayuda a los árabes y bereberes del norte de África, que más tarde se llamaron los moros. El cuerpo mauritano estaba dirigido por Tariq ibn Ziyad. Habiendo cruzado Gibraltar, habiendo ganado cerca de Jerez de la Frontera, se puso fin al reino visigodo que había existido durante casi 300 años. Casi toda España fue rápidamente conquistada por los árabes y formó parte del califato omeya. En el año 718 aparece en la Península Ibérica el estado de Al-Andaluz. Sólo quedaron sin conquistar las regiones montañosas de Asturias y la región de la Cordillera Cantábrica [2].

Inicialmente, Sevilla se convirtió en la capital de Al-Andaluz, pero en el año 717 Córdoba se convirtió en la capital. Los moros trataron con mucha misericordia a la población conquistada. Así lo testiguan muchas fuentes: los Anales de Toledo, las Crónicas de Cardeña y otros materiales. Los árabes organizaron escuelas y bibliotecas, introdujeron la práctica de copiar libros y traducirlos. La educación se impartía en árabe. Es importante señalar que la política del Emirato de Córdoba (luego califato) y la densa población de las ciudades jugaron un papel muy importante en la difusión de los arabismos. Alrededor de medio millón de habitantes vivían en Córdoba, se construyeron 113 mil casas y 600 (según otras fuentes, 3000) mezquitas. Al-Andaluz estuvo habitada tanto por los propios árabes como por los cristianos muwallad (que se convirtieron al Islam), los cristianos mozárabes (que no se convirtieron al Islam), los judíos y representantes de otras religiones. Durante este período, hubo un comercio activo en todo el Mediterráneo. Y todos estos factores contribuyeron a la difusión de los arabismos en la lengua española.

¿Qué es el arabismo? El arabismo es el préstamo de palabras árabes a otros idiomas. Consideremos este fenómeno en el ejemplo de la lengua española.

Los topónimos forman la base de la masa de palabras adoptadas. En la Península Ibérica, los topónimos de origen árabe están representados en los nombres de ciudades, regiones del país, montañas, ríos, etc. Pongamos ejemplos

de algunos de ellos: La Mancha, Alcalá, Alcolea, Rapita Iznajar, Guadalquivir, Guadalen, Medinaceli, Calatayud, Benicasim, Almonaster, Alpuente, Conchel (Huesca), Carabanchel (Madrid), Elche (Alicante), Hornachuelos (Córdoba) [4].

Los árabes trajeron muchos nuevos conocimientos a la cultura española. Estos son términos científicos: algoritmo, guarismo, cifra, álgebra, redoma, alcohol, elixir, jarabe, cenit. Así como los nombres de cuerpos celestes y constelaciones: Aldebaran, Alshain. Se introdujeron gran cantidad de menaje de casa, nombres de instrumentos musicales: laúd, ajedrez, tarea, taza, jarra, ajorcas, aljuba, alborno, babucha, albundigas, almibar, arrope [2].

No hemos enumerado todas las áreas del idioma en las que están presentes los arabismos. Según el lingüista Rafael Lapes Melgar, existen unas 4000 palabras árabes en español [4]. Los números que usamos también son préstamos árabes.

¿Cómo distinguir los arabismos? La mayoría de las palabras bastan para distinguirlas por el prefijo “al”: adalíd, albañil y otras. También en español hay palabras formadas por el prefijo “al” + raíz latina: almeja – al + mitulu (lat.), alpiste – al + pistu (lat.). El sufijo “í” fue trasladado del árabe al español: ceutí, marroquí. Este sufijo se usa en varios sustantivos: jabalí, maravedí, baladí [2].

Así, se puede afirmar que la lengua árabe aportó muchas cosas nuevas a la lengua española. La mayoría de los arabismos se han conservado en documentos, mientras que otros se utilizan en la vida moderna. También destacamos que las tendencias árabes en la historia de España dejaron su huella en el propio país, convirtiéndolo durante mucho tiempo en una potencia líder en Europa. Durante ese período la ciencia floreció en España y se produjo el desarrollo.

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Рассматриваются тематические группы и периоды проникновения арабских заимствований в испанский язык, а также прослеживаются пути и способы освоения данных заимствований.

К содержанию

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CARACTÉRISTIQUES PSYCHOLOGIQUES DE L'ÉDUCATION DES ENFANTS À L'ÉCOLE PRIMAIRE

Connaître et prendre en compte les caractéristiques psychologiques des enfants en âge d'aller à l'école primaire est très important, car cela permet de bien construire le travail pédagogique en classe.

Le but de cet article est de se familiariser avec diverses caractéristiques psychologiques dans l'éducation des jeunes élèves.

En psychologie, une des places centrales est occupée par le problème des caractéristiques psychologiques des jeunes étudiants. Leur connaissance permettra de bien construire le travail pédagogique en classe. Par conséquent, les enseignants devraient connaître ces caractéristiques et les prendre en compte dans le travail et lors de la communication avec les enfants du primaire.

L'école primaire fait partie intégrante de tout le système d'éducation permanente. Les enseignants du primaire sont appelés à enseigner aux enfants la créativité, à éduquer en chaque enfant une personnalité indépendante qui possède les outils d'auto-développement et d'auto-amélioration, qui est capable de trouver des moyens efficaces pour résoudre un problème, rechercher les informations nécessaires, penser de manière critique, s'engager dans la discussion, la communication [3, p. 28].

L'âge de l'école primaire est l'âge des enfants de 6 à 11 ans dans les classes 1 à 4 de l'école primaire. Les limites de l'âge et ses caractéristiques psychologiques sont déterminées par le système éducatif adopté pour une période donnée, la théorie du développement mental et la périodisation de l'âge psychologique.

Le début de l'éducation scolaire signifie le passage de l'activité ludique à l'activité d'apprentissage en tant qu'activité principale de l'âge scolaire primaire, dans laquelle se forment les principaux néoplasmes mentaux.

Avec l'entrée de l'enfant à l'école, une nouvelle situation sociale de développement s'établit. L'enseignant devient le centre de la situation sociale de développement. À l'âge de l'école primaire, l'activité d'apprentissage devient la principale. L'activité d'apprentissage est une forme particulière d'activité de l'élève visant à se transformer en sujet d'apprentissage. La pensée devient la fonction dominante à l'âge de l'école primaire. La transition de la pensée visuelle-figurative à la pensée verbale-logique, qui a été esquissée à l'âge préscolaire, est en cours d'achèvement [2, p. 74].

Ces dernières années, une attention de plus en plus grande a été accordée aux problèmes de développement, d'éducation et de formation pédagogique. La croissance sans précédent du volume d'informations exige d'une personne moderne des qualités telles que l'initiative, l'ingéniosité, l'entreprise, la capacité de prendre des décisions rapidement et avec précision, ce qui est impossible sans la capacité de travailler de manière créative et indépendante. Si, dans un passé récent, la tâche principale de l'enseignant était de transférer un certain nombre de connaissances aux élèves, la tâche de développer, d'éduquer les élèves dans le processus d'apprentissage est désormais au premier plan. Selon le concept moderne de l'enseignement, son objectif le plus important est le développement intellectuel des élèves, leur éducation, la formation des qualités de pensée logique, nécessaires pour qu'une personne vive pleinement dans la société.

Les élèves plus jeunes se distinguent par l'acuité et la fraîcheur de la perception, une sorte de curiosité contemplative. Le plus jeune écolier perçoit l'environnement avec une vive curiosité, qui chaque jour lui révèle de plus en plus de nouvelles facettes [1, p. 112].

Au cours du processus d'apprentissage, la perception est restructurée, elle s'élève à un niveau de développement supérieur, prend le caractère d'une activité intentionnelle et contrôlée, et la perception s'approfondit, devient plus analysante, différenciante et prend le caractère d'une observation organisée.

L'attention involontaire est également meilleure à cet âge. Tout ce qui est nouveau, inattendu, lumineux, intéressant en soi attire l'attention des étudiants, sans aucun effort de leur part.

Quant aux caractéristiques de la mémoire à l'âge scolaire primaire, elles se développent sous l'influence de l'apprentissage. Le rôle et la gravité spécifique de la mémorisation verbale-logique et sémantique augmentent, et la capacité de gérer consciemment sa mémoire et de réguler ses manifestations se développe [2, p. 91].

On peut dire la même chose de l'imagination, sa principale tendance de développement à l'âge de l'école primaire est l'amélioration de l'imagination créatrice. Il est associé à la représentation de ce qui a déjà été perçu ou à la création d'images conformément à une description donnée, un schéma, un dessin.

Comme d'autres processus mentaux, le caractère général des émotions des enfants change dans les conditions de l'activité éducative qui est associée à un système d'exigences strictes d'actions communes, à une discipline consciente et à une attention et une mémoire volontaires. Tout cela affecte le monde émotionnel de l'enfant. Au cours de l'âge scolaire primaire, il y a une augmentation de la retenue et de la conscience des manifestations des émotions et une augmentation de la stabilité des états émotionnels.

L'étude de tout matériel pédagogique montre l'impact de définition claire des tâches de la leçon sur le développement de l'élève, la logique de sa pensée, ses forces cognitives et ses capacités à motiver l'apprentissage. Cependant, moins la tâche de développement de la leçon est exprimée, moins elle est réalisée par l'enseignant et non formulée par lui, plus spontanément, involontairement, le développement de l'élève est réalisé. Et vice versa, plus l'enseignant est clair et conscient de la tâche de développement de la leçon, plus le développement de l'élève dans la leçon devient gérable [2, p. 43].

En conclusion, il est à noter que l'âge scolaire primaire est une période d'accumulation, d'absorption de connaissances, une période d'acquisition de connaissances par excellence. À cet âge, l'imitation de nombreuses déclarations et actions est une condition importante du développement intellectuel. La suggestibilité spéciale, impressionnabilité, concentration de l'activité mentale des élèves plus jeunes sur la répétition, acceptation interne créent de conditions propices au développement et à l'enrichissement de la psyché de l'enfant. Ces propriétés, dans la plupart des cas, sont leur côté positif, et c'est l'exceptionnelle originalité de cette période d'âge. Ainsi, l'entrée à l'école contribue à la formation du besoin de reconnaissance et de connaissance, au développement du sens de la personnalité.

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Статья посвящена вопросам учета особенностей психологического развития учащихся начальной школы для более эффективной организации образовательного процесса на данном этапе обязательного среднего образования. В возрасте 6–11 лет у ребенка формируется творческое, независимое, логическое мышление. Для того чтобы обучение было успешным, учителю, учитывая психологию ребенка данного возраста, необходимо четко представлять задачи каждого урока.

К содержанию

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A INTERNET COMO MEIO DE COMUNICAÇÃO DE MASSA NO MUNDO DE HOJE

Para uma pessoa moderna, a Internet é como o ar. Diariamente vamos “online”, lemos as notícias ou escrevemos nas nossas páginas nas redes sociais, sem nem pensar no fato de que estamos a criar a mídia.

O meio da Internet no nosso tempo tem uma audiência enorme, bem como amplas oportunidades para influenciá-la. É por isso que o estudo das suas características é um tema atual.

Antes de tudo, é necessário entender o que é “meio da Internet”? Ao inserir esse conceito no sítio web mais popular da Internet Google, é quase impossível encontrar o conceito exato. Mas, a definição principal diz que o meio da Internet é um sítio web que desempenha a função de um meio de massa na rede. Além disso, em alguns sítios web é possível encontrar a frase: “Realmente a Internet é um meio de massa?” Nesse sentido, é possível formular uma definição desse conceito, com base no seu próprio entendimento. Disso segue o objetivo deste artigo: provar que a Internet é o meio de massa.

Segundo E. P. Belinskaya: “A Internet é apenas um meio de comunicação, não a mídia” [2]. No entanto, ela não é a única que pensa assim. Após o advento da Internet, muitos pesquisadores da comunicação tiveram problemas com a sua percepção como um meio de comunicação de massa em evolução. Mas um estudo crítico das características dos meios de comunicação de massa clássicos, como rádio, televisão, jornais e revistas, mostra que a Internet tem as mesmas qualidades: cobertura, recepção simultânea, heterogeneidade da audiência, anonimato [3].

Considera-se que um meio de comunicação tem boa cobertura. Na verdade, a Internet não é apenas um meio de comunicação de massa, mas também um ambiente global que pode abranger todos os habitantes do globo. Assim, a Internet é capaz de atingir um público maior e até mesmo um público maior do que alguns meios convencionais, como revistas e jornais impressos.

A segunda característica da Internet é a capacidade dos meios de comunicação de massa de transmitir uma mensagem ao público ao mesmo tempo, ou quase ao mesmo tempo. No entanto, qual é a probabilidade de que muitos conectados à Internet ao mesmo tempo vão para o mesmo sítio web? A probabilidade é pequena. No entanto, mesmos jornais e revistas, rádio, televisão não podem esperar uma recepção simultânea, especialmente no nosso mundo moderno.

A terceira característica é a heterogeneidade da audiência. Uma característica importante da internet, pois é nela que o público se mistura não só por idade, mas também por gênero, raça, localidade, et cetera.

A quarta e a última característica é o anonimato, que pode ser explicada com bastante facilidade. Devido à característica acima descrita (heterogeneidade do público), é na internet que uma pessoa diz o que pensa, pois ninguém vai adivinhar que foi ele quem escreveu. Assim, os produtores de um webcast, uma revista na web, um jornal online ou um site corporativo popular não podem conhecer os membros individuais da audiência que visitam seus sites. Os membros do público, por sua vez, também podem não conhecer o remetente de tais mensagens ou informações online.

Além das características da mídia da Internet, podemos destacar também as vantagens, como multimídia, personalização, interatividade e ausência de intermediários [1].

Multimídia. Trata-se do fornecimento de informações na forma de texto verbal, fotografias, áudio, vídeo, gráficos, animação e outras formas derivadas deles. Assim, destaca e ao mesmo tempo decora esta ou aquela informação na Internet.

Personalização. Trata-se do fornecimento das informações necessárias em vários níveis de interesse de indivíduos ou grupos de pessoas.

Interatividade. Isso está construindo feedback em tempo real, ou seja, são chats de conferência, comentários, et cetera.

Ausência de intermediários. Trata-se do apelo de um internauta a uma determinada pessoa sem qualquer interferência e/ou manipulação da mídia.

Além das características acima, a mídia da Internet possui as seguintes características distintivas, como acessibilidade, edições ilimitadas, eficiência, capacidade de criar arquivos, cobertura geográfica ilimitada e baixo custo.

Além dos recursos e vantagens da mídia da Internet, também existem desvantagens, sendo as principais a inautenticidade, a censura e a propaganda [2].

Para resumir podemos dizer que vivemos numa sociedade moderna em que as pessoas recebem informações de todo o mundo em tempo real a partir da mídia da Internet. Depois de analisar o exposto, podemos dizer que a Internet é de fato um meio de comunicação de massa, que nesta fase está se desenvolvendo ativamente, cobrindo cada vez mais a audiência, que às vezes não pode distinguir onde está e onde não está a informação confiável.

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Представлены основные определения и рассмотрены преимущества и недостатки средств массовой информации в Интернете, а также показано их влияние на общество. Автор, используя отличительные и схожие характеристики с основными СМИ, показывает и доказывает, что Интернет является важным средством массовой информации в современном мире.

К содержанию

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BIONICS AS A SCIENCE

Bionics is the science of constructing artificial systems that have some of the characteristics of living systems. Bionics is not a specialized science but an interscience discipline; it may be compared with cybernetics. Bionics and cybernetics have been called the two sides of the same coin. Both use models of living systems, bionics – in order to find new ideas for useful artificial machines and systems, cybernetics – to seek the explanation of living beings' behaviour.

Bionics is thus distinct from bioengineering (or biotechnology), which is the use of living things to perform certain industrial tasks, such as the culture of yeasts on petroleum to furnish food proteins, the use of microorganisms capable of concentrating metals from low-grade ores, and the digesting of wastes by bacteria in biochemical batteries to supply electrical energy.

Mimicry of nature is an old idea. Many inventors have modeled machines after animals throughout the centuries. Copying from nature has distinct advantages. Most living creatures now on the Earth are the product of two billion years of evolution, and the construction of machines to work in an environment resembling that of living creatures can profit from this enormous experience. Although the easiest way may be thought to be direct imitation of nature, this is often difficult if not impossible, among other reasons because of the difference in scale. Bionics researchers have found that it is more advantageous to understand the principles of why things work in nature than to copy details.

The next step is the generalized search for inspiration from nature. Living beings can be studied from several points of view. Animal muscle is an efficient mechanical motor; solar energy is stored in a chemical form by plants with almost 100 percent efficiency; transmission of information within the nervous system is more complex than the largest telephone exchanges; problem solving by a human brain exceeds by far the capacity of the most powerful supercomputers. These exemplify the two main fields of bionics research – information processing and energy transformation and storage.

The general pattern of the information network of living organisms is the following: environmental sensations are received by the organs of sense and then coded into signals that are transmitted by nerves to the centres of processing and memorization of the brain. Pit vipers of the subfamily Crotalinae (which includes the rattlesnakes), for example, have a heat-sensing mechanism located in a pit between nostrils and eyes. This organ is so sensitive that it can detect a mouse at a few metres' distance. Though much more sensitive man-made infrared detectors exist, bionics can still profit from study of the vipers. First, it would be interesting and of potential value to understand the principle of energy transformation occurring in the rattlesnake's infrared pit, as well as the process by which the nerves are stimulated in the absence of an amplifying mechanism. Another striking example is the odour-sensing organ of the silk moth, *Bombyx mori*. The male can detect the chemical secreted by the female in a quantity as small as a few molecules.

In a conductor such as a telephone wire, the signal is attenuated as it travels along the wire, and amplifiers must be placed at intervals to reinforce it. This is not the case for the animal nerve axon: the neural impulse issued from sense organs does not weaken in travelling along the axon. This impulse can travel in only one direction. These properties make the nerve axon capable of logic operations. In 1960 a semiconductor device called a neuristor was invented, capable of propagating a signal in one direction without attenuation and able to perform numerical and logical operations. The neuristor computer, inspired by a natural model, imitates the dynamic behaviour of natural neural information networks; each circuit can serve sequentially for different operations in a manner similar to that of the nervous system.

Another question of interest to bionics is how a living system makes use of information. In changing circumstances, humans evaluate alternative courses of action. Every situation somehow resembles a situation experienced before. "Pattern recognition," an important element in human action, has implications for bionics. One way to design an artificial machine capable of pattern-recognition properties is to use learning processes. Experimental versions of such a machine have been developed; they learn by establishing and modifying

connections among a large number of possible alternative routes in a net of pathways. This learning, however, is still rudimentary and far from human.

In the living world, energy is stored in the form of chemical compounds; its use is always accompanied by chemical reactions. Solar energy is stored by plants by means of complex chemical processes. The energy of muscular motion is derived from chemical changes. The light produced by such living organisms as mushrooms, glowworms, and certain fishes is of chemical origin. In every case the energy transformation is remarkably efficient compared with thermal engines.

The beginning is being made in understanding how these transformations take place in living material and the nature of the complex role played by living membranes. Perhaps some of the limitations of molecular complexity and fragility could be overcome in man-made artificial-energy machines and better results achieved than in natural membranes.

At its core, bionics is a creative method that tries to use biological prototypes to get ideas for engineering solutions. This approach is motivated by the fact that biological organisms and their organs have been well optimized by evolution. In chemistry, biomimetic synthesis is an artificial chemical synthesis based on biochemical processes.

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Статья посвящена развитию современных направлений научных исследований и формированию новых дисциплин на стыках наук. Анализируются сходства и различия бионики и кибернетики, а также способы их практического использования.

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LES SOCIÉTÉS MATRIARCALES DE L'ANTIQUITÉ À NOS JOURS

L'un des problèmes de recherche importants dans le domaine de la psychologie et des relations humaines à l'heure actuelle est la forme d'organisation sociale et familiale.

La société progresse chaque jour. Aujourd'hui, il n'est pas nécessaire de soutenir le «modèle patriarcal» de la famille, que la société nous impose activement. Car il y a un autre modèle, celui de matriarcat qui représente le fonctionnement familial dans lequel la mère a une influence et une autorité prépondérante.

Le but de cet article est de montrer les particularités du matriarcat et son rôle dans le développement de la société à l'époque de l'Antiquité.

Si nous parlons de la naissance du matriarcat, alors le mariage lui-même à l'époque primitive, n'était qu'une réunion spontanée et épisodique entre l'homme et la femme. Dans ce cas n'importe quel homme de la tribu pouvait devenir le mari de n'importe quelle femme de la même tribu. Cette forme historique de mariage s'appelait le mariage de groupe. Cette forme de mariage de groupe prédétermine le fait que le père reste inconnu et que seule la mère est connue. Un niveau de vie bas et une mortalité masculine élevée ont provoqué un tel type de relations. Ainsi, le clan est né en tant que clan maternel et cette phase de formation d'une société tribale appelée matriarcat est née [2].

Le fait que la société tribale ait été formée à l'origine le long de la lignée maternelle est déterminé non seulement par les raisons indiquées, c'est-à-dire le père inconnu, mais a également des racines et des fondements beaucoup plus profonds. Telles sont les différences dans la répartition des tâches de travail entre les sexes et le rôle économique qui revient à la femme à un stade donné du développement social.

Les raisons du matriarcat doivent être considérées comme le faible niveau de production des unités de pouvoir dans la société primitive. La Femme Mère était considérée comme la gardienne du foyer, elle reproduisait sa famille dans ses enfants, elle était créditée d'un pouvoir magique. Dans les temps anciens, de nombreux peuples adoraient la terre mère, elle était la divinité suprême du panthéon païen [1, p. 36].

Dans le matriarcat primitif, le principe féminin de la vie était déifié. La Mère Terre a donné naissance aux gens, ils l'adoraient et organisaient des

festivités en son honneur. Une telle vénération a été automatiquement transférée à une simple femme terrestre: elle accouche, grâce à elle la vie de la famille ne s'estompe pas. Les femmes de sociétés matriarcales sont considérées comme étant à l'origine d'un cycle ininterrompu de mort et de renaissance, tout comme la nature que ces peuples respectent comme émanation du corps de leur déesse. Le corps des femmes est le vecteur sacré à travers lequel chaque esprit peut revenir au sein du clan.

L'essence du matriarcat consiste en ce que les droits d'héritage ont été transférés par la lignée maternelle (propriété, y compris les titres). C'est ce qu'on appelle la matrilinearité [1, p. 48]. Cette pratique se répand parmi de nombreux peuples du monde pendant la période du passage de la cueillette à l'agriculture, lorsque les gens commencent à cultiver des champs et des légumes.

Le développement du matriarcat dans de différentes communautés avait ses propres caractéristiques. Par exemple, les «toda» qui vivent au centre de l'Inde, pratiquent toujours la polyandrie, bien que la polyandrie soit officiellement interdite dans le pays. Cela est dû aux conditions de vie et de travail difficiles qui ne peut être fait que par les hommes. Pour que la famille vive en abondance, de nombreuses mains masculines sont nécessaires. Une femme a plusieurs maris capables de faire vivre une famille, son autorité parmi eux est très grande.

La matrilinearité était répandue dans l'Antiquité chez de nombreux peuples. Les règles du matriarcat existaient depuis des millénaires, au fur et à mesure que la société humaine se développait. Mais avec l'amélioration des conditions de vie, elles devenaient peu à peu archaïques [2].

Le passage du matriarcat à une autre étape du développement du système primitif se caractérise par une modification des rapports entre les sexes masculin et féminin. Les hommes ont progressivement commencé à «prendre les femmes en mains». Cela est dû au développement des outils de travail, au passage à l'élevage bovin sédentaire etc.

Un grand rôle a été joué par le changement d'attitude de l'homme face au résultat final de son travail. La nourriture est maintenant plus facile à obtenir, il y en a plus, ce qui entraîne une augmentation de l'espérance de vie.

Désormais chaque homme voulait avoir une seule femme qui obéirait inconditionnellement à ses caprices, de plus il voulait que ses enfants héritent par la lignée masculine. Ainsi se sont posés les problèmes du matriarcat, qui ont affecté le développement de la société et de la civilisation dans son ensemble. Cela peut être confirmé par les mythes de différents peuples sur les femmes guerrières qui, évitant les hommes, vivaient dans des communautés isolées. Par conséquent la femme commence à perdre son rôle exclusif dans la famille et la société.

L'historien et ethnographe soviétique Mark Kosven dans son ouvrage «La transition du matriarcat au patriarcat» estime que la forme féminine

d'organisation de la société primitive commençait à perdre du terrain avec l'avènement de l'avunculat – une relation entre un neveu et son oncle maternel, quand ce dernier lui laisse un héritage [1, p. 53].

Les vestiges d'une époque matriarcale, où la femme avait un rôle de premier plan dans la société et la famille, ont persisté pendant de nombreux siècles. En témoigne le culte médiéval de la «belle dame», qui régnait dans de nombreux pays européens. L'homme idolâtrait sa bien-aimé, lui dédiait des poèmes et chantait des sérénades, se battait en duel pour son honneur.

Si on parle du matriarcat en Italie, il faut bien comprendre les relations familiales modernes des Italiens. Ils vénèrent beaucoup leur mère. En fait, elle est le chef de la maison. Pour réussir son mariage, une fille doit absolument aimer la mère de son futur mari. Sinon, il est inutile de parler du mariage.

Le matriarcat ou la gynécocratie en Asie a aussi des racines anciennes. L'épopée indienne du Mahabharata en témoigne [2].

Donc, nous pouvons affirmer que le rôle des femmes dans la vie de la société humaine a toujours été important. La femme-mère était considérée comme la gardienne du foyer, elle avait un pouvoir divin.

Au fil du temps, beaucoup de choses ont changé: les fondations, les traditions des sociétés humaines et la vie même. Ainsi, le matriarcat vit actuellement principalement dans des cercles ésotériques et / ou proches du féminisme spirituel. Pour eux, le matriarcat est considéré comme une société non violente et sans classes dirigée par des femmes, qui était répandue dans le monde à une époque antérieure. Dans le domaine religieux, le matriarcat correspond à un culte de la Grande Déesse, qui agit comme maîtresse sur le cycle éternel de la vie et de la mort. Cet ordre social aurait été remplacé dans les temps historiques par le patriarcat, qui est ainsi responsable de tous les griefs de l'histoire et du présent.

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В статье отражена проблематика современного понимания того, что модель как общества, так и семьи может быть многогранной, а не однотипной. В качестве одной из моделей организации общественной жизни автор рассматривает матриархат, анализируя происхождение и особенности данного общественного строя.

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RHYTHMIC GYMNASTICS

Rhythmic gymnastics is an acyclic, complexly coordinated sport. In general, the exercises of the program include free movement around the site, with elements of dancing, plasticity, facial expressions, movements rhythmically coordinated with music without an object and with objects, as well as some elements of simplified acrobatics (semi-acrobatics) in the forms allowed by the competition rules. One of the main tasks of the technical training of the body is related to the art of body control in natural conditions. First of all, this sport requires development and improvement of movement coordination [1]. Thus, the purpose of the article is to study the types of items used in rhythmic gymnastics and provide some interesting facts about it.

There are exercises with objects and without an object.

An exercise without an object is the first thing given to beginner gymnasts (4–7 years old), and the first thing they compete with. Then exercises with objects are added and the exercise without objects is removed from the program.

Exercises with objects are an excellent tool for developing endurance, agility, speed, courage, and they are also the basis of the rhythmic gymnastics program. The following items are currently used: a rope, a ribbon, a hoop, a ball, and clubs. The technique of handling them differs depending on their shape.

Now let us consider the types of items. A skipping-rope is made up of rope with knots at the ends. The length of the rope depends on the height of the gymnast. This object needs to be changed as the gymnast herself grows up.

Rope exercises are included in the program of junior athletes (6–9 years old). They can be performed in a different way (soft, sharp, fun, etc.) at different speed, in different rhythmic combinations. Most combinations with a rope are performed at a fast pace, so it is important to teach gymnasts the speed of movement, since the speed of the body and the rope movement is one of the indicators of mastery and technique. As the classes are assigned, a rope is replaced by a ribbon.

The ribbon appears in the program when the gymnast is assigned the 2nd class and is about 9 years old. A second-class gymnast has a 5-metre ribbon and a 50–60-centimetre stick (the ribbon and the stick are fastened together with a carabineer). First-class gymnasts have 7-metre ribbons and 50–60-centimetre sticks. The ribbon itself is narrow and made of silk. Ribbon exercises may differ depending on the music and the accentuated movements. This type of exercise is

one of the most difficult, since it is very important to work with the stick correctly, deviation in the movement of the stick leads to a violation of the flight (pattern) and tangling of the tape.

The hoop should be 5 cm in diameter, with the circumference of 55 to 90 cm. This object also needs to be changed as the gymnast herself grows. It is also customary to wrap hoops with various decorative windings matching the suit for performances. The hoop appears in the program at the same time as the rope and, unlike it, remains there. Hoop exercises are an excellent tool for developing coordination, speed, motor reaction, and accuracy of movements. Hoop exercises increase the strength of fingers, hands and arms, having a positive effect on the formation of correct posture.

The ball appears in the program of 8-year-old participants. Balls are the hardest to pick up and are divided into different types. Baby balls are about 15–16 cm in diameter and weigh 300 grams. They are suitable for training girls from 3 to 6 years old. Junior balls are for children from 7 to 9 years old. Their diameter is 17 cm, and their weight is 350 grams. Standard balls that have the diameter of 18–18.5 cm and weigh 400 grams are designed for athletes of 10 years old and older. It is important to understand that the age is not the main criterion for rebounding the ball. It must fit the gymnast in size. Exercises with a ball, compared to other objects (for example, with a ribbon or a rope), have a more important effect on muscle sensitivity, especially in the arms and torso. The correct ball possession technique shows the degree of coordination and muscle sensitivity of sportsmen [2].

The club consists of a head, a neck and a body that gives weight to the club (from 300 to 500 g). Clubs appear in the program from the moment of receiving the 3rd class and it happens when the children are about 8 years old.

All movements with clubs are divided into circles, swings and mills. Movements are performed with one and both hands simultaneously, alternately and sequentially, symmetrically and asymmetrically. It is important to follow the principle of consistency in training, it is recommended to gradually complicate the coordination of movements, performing them in combination with walking, simple jumps, balance, etc.

All exercises with clubs are studied first with one hand, then with the other, then alternately, and only after that with both hands at the same time. In this sport there are individual and group exercises. Individual exercises are where everyone starts. Individual exercise can be with or without objects, and it lasts 1 minute and 30 seconds.

Closer to 9–10 years, some girls are put in a group. They do this because children need experience to communicate and, in general, be responsible not only for themselves. The emergence of group exercises has become one of the stages in the development of rhythmic gymnastics. The first major international

competition for groups was held in 1967. Then they were included in the World Cup program.

There are five gymnasts in the group and five objects are used. However, it is not necessary that all objects should be the same. A combination is possible. For example, there can be three hoops and two pairs of clubs, or three ribbons and two ropes, as was the case at the London Olympics. From this, the program only becomes more complicated and interesting. That is why the competitive program includes exercises with one and with different objects. Group work is not for every gymnast. To do this, an athlete must have certain personal qualities. First of all, it is responsibility and sociability. A girl should be able to work in a team and feel her partners. Also, gymnasts performing in a group must have a similar appearance. Most often, they try to pick up girls of about the same heights.

The duration of the group exercise is twice longer than the individual exercise (2.5–3 minutes). Female groups of 9–10 years of age perform with one type of object (for example, only hoops). Older girls perform one program, for example just with hoops, and another one – with 3 hoops and 2 pairs of clubs. Items begin to change as the class goes up: the higher the harder [1].

Summarizing the above we can conclude that rhythmic gymnastics is a complex sport where various types of items are used, which requires great effort. Not everyone is able to hold on and succeed here, but this sport develops character and teaches to overcome a huge number of difficulties, ranging from fear of performing to injuries.

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В статье раскрываются актуальные проблемы художественной гимнастики как олимпийского вида спорта. Описываются упражнения с разными видами предметов, которые составляют содержание соревновательных программ.

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IGNORANCE OF FOREIGN LANGUAGES AS A RESTRAINING FACTOR OF TOURISM DEVELOPMENT

In the modern world, tourism has become a very popular and mass phenomenon. People travel for different purposes: to get new experiences, to study the local culture and traditions, to meet interesting people, to try the local cuisine etc. However, many people limit themselves in this area of leisure activities. One of the main deterrents is ignorance of foreign languages.

The study of foreign languages today can be called a fashionable trend, which is due not only to the practical usefulness of knowledge, but also to a general increase in a person's education. Now people learn more than one language, they take up a second, and sometimes a third one. This trend is seen everywhere: languages are studied for professionally oriented purposes and for pleasure. However, only a few people enjoy proficiency in a foreign language. Therefore, many people prefer not to travel to other countries, because they are afraid of the language barrier, which can cause them problems and ruin their holiday experience.

However, in modern conditions of life, the fear of a language barrier should not become an obstacle to travel, because there are many ways to establish contact with the inhabitants of any country without a perfect knowledge of the language. For a successful trip, you need more thorough informational preparation, which will prepare you for most travel situations.

First, it is worth determining where tourists most often come into contact with other people. Often these are airports, train stations, public transport; accommodation in a hotel/apartment; stores; cafes/restaurants; guided tours and unexpected situations. After that, you can plan your next trip: study the route, mark sights on the map, write down the addresses and phone numbers of hotels, embassies, and the local police [1]. If you do this in advance, then your stay in another country will be safer and more comfortable.

Next, it is necessary to find out the spoken language of the visited country. If you learn a few international English words like "Thank you" or "Sorry", then you can succeed in almost all cases of communication. And when the vocabulary ends, you can additionally use gestures. It can also be an effective way of communication. For example, when ordering dishes in a restaurant or cafe, you can simply point your finger at the selected dish on the menu, and the waiter will take the order without any questions. However, it is necessary to

study the culture of the visited country. For local residents, gestures familiar to us may have a completely different meaning.

In addition, in times of modern technology, tourists can use various technological innovations to make life easier in another country without knowing the language. It is enough to install a translator application on your phone, for example, *Google Translate* or *Lingvo*. They have the ability to download the package of the desired language and use the translator offline. Many applications also have a speech recognition function, which will greatly simplify live communication with foreigners. This method is the most effective when communication with foreigners occurs in conditions of ignorance of the language. Alternatively, you can use a phrase book, which is usually sold almost everywhere.

But it is worth noting that constant overcoming of the language barrier is tiring for a tourist. In this case, for greater comfort, a tourist should choose neighboring countries, or those that have a common language or mentality. For example, for a Russian-speaking tourist, he or she can choose to go to Turkey, Egypt, Georgia, Bulgaria, the Czech Republic, Lithuania. Local residents are already accustomed to the abundance of tourists from the CIS and quite tolerably speak Russian. In every hotel there is a person who can help Russian-speaking tourists, almost all restaurants have a menu in Russian [2]. If a tourist does not have much experience in travelling, he or she can give preference to the most popular tourist destinations, where the infrastructure for travellers is well organized. The examples of these destinations are Cyprus, Greece, Thailand, Spain. In these countries, you can find signs, announcements, inscriptions and menus in both English and Russian, which will make the process of studying the country more comfortable.

Also, tourism can be an excellent assistant in learning a foreign language. It is known that the best way to quickly pick up a language is to get into a natural language environment. In another country, a person gets into the language environment almost everywhere – in the streets, in shops, hotels, cafes, business centers, museums and etc [3]. The language barrier can be broken if you try to talk more with the locals and are not afraid of being misunderstood. Travelling helps broaden not only your horizons, but also your knowledge of the language. At the moment, there are many courses and special language programs not only for children and students, but also for adults, which help make the process of learning a language fast and interesting.

In conclusion, it can be noted that any trip is an exciting and unique experience that remains in memory for many years. And giving it up because you don't know the language is a waste of a good opportunity. In the modern world, the lack of language proficiency should not become an obstacle to travelling around the world – on the contrary, travel should become an incentive to learn languages, as well as cultures of different countries.

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В статье основное внимание уделено главному сдерживающему фактору путешествий, которым является незнание иностранного языка. Выделяются и описываются возможные пути преодоления языкового барьера, также рассмотрена роль туризма в изучении иностранного языка. Автор приходит к выводу, что в современном мире незнание языка не должно становиться препятствием для путешествий по миру, напротив, путешествия должны стать стимулом для изучения языков.

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LA INFLUENCIA DE LOS MEDIOS DE COMUNICACIÓN EN LA FORMACIÓN TURÍSTICA DE LA IMAGEN DEL PAÍS

Los medios de comunicación (medios) son instituciones creadas para la transmisión abierta y pública de información diversa a cualquier persona utilizando herramientas técnicas especiales.

Los medios de comunicación de masas incluyen: la prensa, los directorios de masas, la radio, la televisión, la grabación cinematográfica y sonora, la grabación de vídeo. Con la mejora de la tecnología, los medios de comunicación se han modernizado. El periódico y la revista clásicos fueron reemplazados gradualmente por la radio, luego por la televisión y finalmente por Internet.

Las características distintivas de los medios de comunicación de masas son: publicidad o un círculo ilimitado de consumidores; disponibilidad de dispositivos y equipos especiales; interacción de socios; una dirección de las interacciones del comunicador al destinatario (receptor), la imposibilidad de

cambiar sus roles; la naturaleza voluble de su audiencia, que cambia de un caso a otro como resultado de la atención general mostrada a un programa en particular, artículo y, en nuestro caso, las actividades turísticas de la empresa [1, p. 332].

El trabajo de propaganda debidamente organizado a través de los medios de comunicación puede tener un fuerte impacto en la audiencia objetivo. Con el desarrollo de la conciencia pública, los medios de comunicación tienen un impacto cada vez más tangible en varias esferas de la vida humana, en particular, en sus puntos de vista y comportamiento políticos. Los medios también contribuyen a la formación de la imagen de un país en particular.

Según los investigadores, la imagen del país está indisolublemente ligada a la imagen turística y afecta gravemente la actitud hacia el producto, el comportamiento y la decisión final del consumidor. A su vez, la imagen turística tiene un impacto directo en el grado de satisfacción y valor del consumidor. Así, podemos concluir que la imagen del país incide directamente en la orientación y elección de un individuo o región para viajar.

Una imagen positiva del país, formada a los ojos de sus ciudadanos, puede contribuir al desarrollo estable del estado. Es imposible hablar de la formación de una imagen externa positiva mientras no haya una adhesión unificada a la idea nacional y un entendimiento mutuo de las autoridades y la gente dentro del país, y también hasta que las imágenes reales y deseadas del estado sean correlacionado. Así, la imagen turística puede ser considerada como parte de la imagen del país, que se forma intencionalmente en la mente de los turistas reales y potenciales e incluye elementos que son importantes para que los viajeros elijan los objetos de visita [2, p. 64].

Los investigadores han identificado los mecanismos de influencia de los medios que actualmente se utilizan en la práctica.

El mecanismo más significativo de la influencia de los medios es el método psicológico de la influencia. Recientemente, debido al desarrollo de nueva propaganda, los medios de comunicación se están desplazando cada vez más hacia Internet. Este fenómeno ha estado en la atención de los investigadores durante la segunda década, lo que hace que el problema de estudiar los mecanismos psicológicos de la influencia de los medios sea más que relevante.

Un método importante para influir en la opinión pública es la formación de una imagen. La imagen crea un marco sociopsicológico real que determina el comportamiento de una persona en relación con el objeto. Y, dado que afecta la psique humana, por lo tanto, se percibe fácilmente, se recuerda y, por lo tanto, se usa a menudo en publicidad, la imagen puede usarse efectivamente como un medio de propaganda, como una herramienta para controlar la conciencia.

Formando la imagen, los medios también forman la idea de una persona, país, etc., atrae la atención de la población hacia ellos. Las imágenes

escandalosas, brillantes y originales se ven especialmente memorables al principio.

Este tema no ha sido completamente explorado. Por lo tanto, todo el tiempo aparecen nuevas fuentes de información o se mejoran las viejas fuentes de información, y algunas de ellas dejan de existir.

Cada uno de estos métodos tiene un efecto útil específico. Todos estos medios de sugestión tienen una tremenda influencia en la conciencia humana, obligando a la persona misma a actuar y pensar de cierta manera.

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Раскрывается роль воздействия средств массовой коммуникации на формирование имиджа страны как туристской территории.

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BIONIC CONTACT LENSES

The human eye is a perceptual powerhouse. It can see millions of colours, adjust easily to shifting light conditions, and transmit information to the brain at a rate exceeding that of a high-speed Internet connection.

Bionic contact lenses were developed by researchers at the University of Washington. These lenses don't need to be very complex to be useful. Even a lens with a single pixel could aid people with impaired hearing or be incorporated as an indicator into computer games. With more colours and resolution, the repertoire could be expanded to include displaying text, translating speech into captions in real time, or offering visual cues from a navigation system. With basic image processing and Internet access, a contact-lens display could unlock whole new worlds of visual information, unfettered by

the constraints of a physical display. For example, drivers could wear them to see journey directions or their vehicle's speed projected onto the windscreen. Similarly, the lenses could take the virtual world of video gaming to a new level.

Besides visual enhancement, it includes several simple sensors that can detect the concentration of a molecule, such as glucose. Sensors built onto lenses would let diabetic wearers keep tabs on blood-sugar levels without needing to prick a finger. An appropriately configured contact lens could monitor cholesterol, sodium, and potassium levels, to name a few potential targets. Coupled with a wireless data transmitter, the lens could relay information to medics or nurses instantly, without needles or laboratory chemistry, and with a much lower chance of mix-ups.

The human eye is an extremely sensitive photodetector. At high noon on a cloudless day, lots of light streams through your pupil, and the world appears bright indeed. But the eye doesn't need all that optical power – it can perceive images with only a few microwatts of optical power passing through its lens. A LCD computer screen is similarly wasteful. It sends out a lot of photons, but only a small fraction of them enter your eye and hit the retina to form an image. But when the display is directly over your cornea, every photon generated by the display helps form the image. The beauty of this approach is obvious: with the light coming from a lens on your pupil rather than from an external source, you need much less power to form an image. But how to get light from a lens? One option is to build into the lens a display based on an array of LED pixels: we call this an active display. An alternative is to use passive pixels that merely modulate incoming light rather than producing their own. Basically, they construct an image by changing their colour and transparency in reaction to a light source. For passive pixels on a functional contact lens, the light source would be the environment. The colours wouldn't be as precise as with a white-backlit LCD, but the images could be quite sharp and finely resolved.

By now you're probably wondering how a person wearing one of the contact lenses would be able to focus on an image generated on the surface of the eye. Manufacturing electrical circuits, however, involves inorganic materials, scorching temperatures and toxic chemicals. Researchers built the circuits from layers of metal only a few nanometres thick, about one thousandth the width of a human hair. After all, a normal and healthy eye cannot focus on objects that are fewer than 10 centimeters from the corneal surface. The LEDs by themselves merely produce a fuzzy splotch of colour in the wearer's field of vision. We need employ an array of even smaller lenses placed on the surface of the contact lens. On a contact lens, each pixel or small group of pixels would be assigned to a microlens placed between the eye and the pixels. Spacing a pixel and a microlens 360 micrometers apart would be enough to push back the virtual image and let the eye focus on it easily. To the wearer, the image would seem to

hang in space about half a meter away, depending on the microlens. The display must also be semitransparent, so that wearers can still see their surroundings. One other difficulty in putting a display on the eye is keeping it from moving around relative to the pupil. Normal contact lenses that correct for astigmatism are weighted on the bottom to maintain a specific orientation, give or take a few degrees. Like all mobile electronics, these lenses must be powered by suitable sources, but among the options, none are particularly attractive. For example, batteries are hard to miniaturize to this extent, require recharging, and raise the specter of, say, lithium ions floating around in the eye after an accident. A better strategy is gathering inertial power from the environment, by converting ambient vibrations into energy or by receiving solar or RF power. Collecting RF energy from a source in the user's pocket would improve the numbers slightly. In this setup, the lens area would hold antennas rather than photovoltaic cells.

The lenses resemble existing gas-permeable contacts with small patches of a slightly less breathable material that wraps around the electronic components. It must also avoid generating enough heat to damage the eye, so the temperature must remain below 45 °C.

A Swiss company called Sensimed has already brought to market a smart contact lens that uses inbuilt computer technology to monitor pressure inside the eye to keep tabs on the eye condition glaucoma. But now that initial safety tests with lenses were tested on rabbits for up to 20 minutes and the animals showed no adverse effects, the researchers have renewed faith about the device's possibilities.

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Статья посвящена такому важному изобретению, как бионические контактные линзы. Линзы, разработанные исследователями Вашингтонского университета, объединили эластичные контактные линзы и отпечатанную электронную схему. Автор анализирует преимущества использования таких линз, важным из которых является то, что они позволят людям, страдающим диабетом, следить за уровнем глюкозы в крови.

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STRESS, DISTRESS AND PREVENTION OF STRESS

In the modern world the concept of “stress” is quite common. There are a lot of books about stress prevention and self-control methods. We are used to perceiving stress as something harmful that we need to get rid of right away. But is this really the case?

Stress has been actively studied since 1936 due to the book of the Canadian physiologist Hans Selye “Stress without Distress”, written in 1982. In his works he described various types of stress, stages of stress development and introduced the concept of general adaptation syndrome (GAS). He identified two types of stress: positive (eustress) and negative (distress). As a result of eustress, the functional power of the body increases and it adapts to a stressful situation. Distress makes the body’s power decrease and the body can’t restore it. Stress transforms into distress when the problem situation has a prolonged negative impact on the body and the powers of the body are exhausting very quickly.

Stress should be perceived as a normal reaction of the body to stressors, which takes place when the body has to adapt to new conditions. It is noted that stress increases a person’s concentration, improves memory and reaction speed. H. Selye in his book “Stress without distress” noted: “Even in a state of complete relaxation, a person experiences stress... Complete freedom from stress means death” [3; p. 30]. But if we are talking about distress, which affects the body for a long time, then it stops to be a positive phenomenon and can even harm and lead to various diseases, such as anxiety disorder or depression.

But what are the main reasons for stress? Firstly, in the modern world, a person spends most of his time in social networks and messengers. The amount of information that he is forced to absorb per unit of time becomes the cause of information stress that occurs when a person is overloaded with information. Being on the Internet for a long time leads a person to a stressful state, because he cannot properly structure the received material. The second reason is the relationships with relatives and friends. Such problems can include political, religious and other conflicts or personal hostility. The third cause of stress is a change of environment. A new social circle, a change of residence or study presuppose the person’s adaptation to a new environment. There are two types of people: those who adapt quickly and those who cannot cope with new circumstances in a short period of time. The fourth reason of stress is various phobias. Nowadays, more than 500 types of phobias have been described, for

example, social phobia, homophobia and megalophobia. And finally, one of the possible causes of stress is the problem of following the work and rest regime, as well as proper eating. In the daily routine people forget about their well-being and don't pay attention to the needs of their body. For normal functioning the body needs a certain amount of energy. Of course, these are only the main and most common reasons. At the same time, we must always remember that emotional manifestations of stress are especially dangerous, since they affect various aspects of the psyche, the emotional background of a person. With prolonged stress depression, irritability, aggression, anger can develop. It should be understood that if you feel unable to cope with a stressful situation on your own and you have the above symptoms, you should go to a specialist [1].

But if a person realizes that it is difficult to cope with the existing rhythm of life, then modern science offers recommendations that will be useful in the process of human recovery, although it should be noted that they are preventive, not curative. In the first place are the methods of physiological influence. Bath, sauna are excellent anti-stress methods. Sunbathing in reasonable amounts also has a beneficial effect on the nervous system. Biochemical methods of stress relief include the use of pharmacological drugs, medicinal plants, aromatherapy. Physical education and sports are an essential factor in the prevention and correction of psychological stress. Physical education classes switch attention to new stimulus and reduce the urgency of the problem. After a long mental work, psychologists recommend switching your body to physical activity, because in this case focus shifts to a new situation.

As for psychological methods of stress prevention, the first place belongs to neuromuscular relaxation. By reducing or preventing muscle tone, you can relieve stress, insomnia, migraines, as well as normalize the emotional background. With the weakening of the muscles, you can achieve a significant reduction in feelings, anxiety, excitement. Relaxation is recommended for about 15 minutes a day. The second method of psychological influence on a person is visualization. A clear idea of the desired result leads to positive thinking. It is noted that when a person has a clear image of what he wants to achieve, he is more confident and reaches his goal faster. Meditation is a classic way of concentration that relieves psychoemotional tension, mental and physical fatigue. Meaningful meditation is associated with immersion in an object of contemplation or a thought. In this case no other thoughts should penetrate into your mind. Open meditation gives a person an opportunity to listen to all the sounds that reach his ear, or see all the smallest details of the object in front of him. When practicing meditation, you do not need to make any effort on yourself, but fully relax and focus on your inner thoughts and feelings. There is one more anti-stress technique of concentration on something: on numbers or words. Breathing is one of the most effective ways of mental and physiological

self-regulation. You can concentrate on the movement of your chest or on the flow of air passing through your lungs, then thoughts distract from the source of stress and attention is switched to the breathing process. The two main ways of breathing are thoracic and abdominal [2].

A powerful source of psychological impact is colour therapy. Each colour has a certain wavelength so electromagnetic radiation is perceived not only by the eyes, but also by the skin. For example, red activates vitality, the yellow colour strengthens your nervous system, the green colour helps calm down.

In summing up we would like to say that in the modern world there are many stress factors, but we must understand that stress can be positive or negative. While eustress stimulates different parts of our body and motives us to act more effectively, distress exhausts the vital powers of our body. We should remember that different factors can be the reason for our stress and if we can't cope with this condition ourselves we must go to a specialist to get proper help. However, there are a lot of tools that help us diminish everyday tension of modern life.

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В статье рассматриваются основные виды стресса, причины его возникновения и методы профилактики. Автор акцентирует внимание на работе исследователя проблематики стресса Г. Селье. Особая роль отводится способам саморегуляции и различным методикам, помогающим справиться со стрессом самостоятельно, не прибегая к помощи специалистов.

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THE USE OF GENETICALLY MODIFIED ANIMALS

The majority of genetically engineered animals are still in the research phase, rather than actually in use for their intended applications, or commercially available.

By inserting genes from sea anemone and jellyfish, zebrafish have been genetically engineered to express fluorescent proteins – hence the commonly termed “GloFish.” GloFish began to be marketed in the United States in 2003 as ornamental pet fish; however, their sale sparked controversial ethical debates in California – the only US state to prohibit the sale of GloFish as pets.

With the exception of a couple of isolated cases, the genetically engineered pet industry is yet to move forward. However, it remains feasible that genetically engineered pets could become part of day-to-day life for practicing veterinarians, and there is evidence that clients have started to enquire about genetic engineering services, in particular the cloning of deceased pets.

The primary application of genetic engineering to wild species involves cloning. This technology could be applied to either extinct or endangered species; for example, there have been plans to clone the extinct thylacine and the woolly mammoth.

As reviewed by Laible, there is “an assorted range of agricultural livestock applications [for genetic engineering] aimed at improving animal productivity; food quality and disease resistance; and environmental sustainability.” Productivity of farm animal species can be increased using genetic engineering. Examples include transgenic pigs and sheep that have been genetically altered to express higher levels of growth hormone.

Genetically engineered farm animals can be created to enhance food quality. For example, pigs have been genetically engineered to express the $\Delta 12$ fatty acid desaturase gene (from spinach) for higher levels of omega-3, and goats have been genetically engineered to express human lysozyme in their milk. Such advances may add to the nutritional value of animal-based products.

Farm species may be genetically engineered to create disease-resistant animals. Specific examples include conferring immunity to offspring via antibody expression in the milk of the mother; disruption of the virus entry mechanism (which is applicable to diseases such as pseudorabies); resistance to prion diseases; parasite control (especially in sheep); and mastitis resistance (particularly in cattle).

Genetic engineering has also been applied with the aim of reducing agricultural pollution. The best-known example is a pig that is genetically engineered to produce an enzyme that breaks down dietary phosphorus (phytase), thus limiting the amount of phosphorus released in its manure.

Effort has also been made to generate genetically engineered farm species such as cows, goats, and sheep that express medically important proteins in their milk.

Ethical issues, including concerns for animal welfare, can arise at all stages in the generation and life span of an individual genetically engineered animal. The CCAC (The Community College of Allegheny County) works to an accepted ethic of animal use in science, which includes the principles of the Three Rs (Reduction of animal numbers, Refinement of practices and husbandry to minimize pain and distress, and Replacement of animals with non-animal alternatives wherever possible). Together the Three Rs aim to minimize any pain and distress experienced by the animals used, and as such, they are considered the principles of humane experimental technique. However, despite the steps taken to minimize pain and distress, there is evidence of public concerns that go beyond the Three Rs and animal welfare regarding the creation and use of genetically engineered animals.

The generation of a new genetically engineered line of animals often involves the sacrifice of some animals and surgical procedures (for example, vasectomy, surgical embryo transfer) on others. These procedures are not unique to genetically engineered animals, but they are typically required for their production.

However, progress is being made to refine the genetic engineering techniques that are applied to mammals (mice in particular) so that less invasive methods are feasible. For example, typical genetic engineering procedures require surgery on the recipient female so that genetically engineered embryos can be implanted and can grow to full term; however, a technique called non-surgical embryo transfer (NSET) acts in a similar way to artificial insemination, and removes the need for invasive surgery. Other refinements include a method referred to as “deathless transgenesis,” which involves the introduction of DNA into the sperm cells of live males and removes the need to euthanize females in order to obtain germ line transmission of a genetic alteration.

In addition, the advancement of genetic engineering technologies in recent years has led to a rapid increase in the number and varieties of genetically engineered animals, particularly mice. Although the technology is continually being refined, current genetic engineering techniques remain relatively inefficient, with many surplus animals being exposed to harmful procedures. One key refinement and reduction effort is the preservation of genetically engineered animal lines through the freezing of embryos or sperm (cryopreservation), which is particularly important for those lines with the potential to experience pain and distress.

Genetically engineered animals, even those with the same gene manipulation, can exhibit a variety of phenotypes; some causing no welfare issues, and some causing negative welfare impacts. It is often difficult to predict the effects a particular genetic modification can have on an individual animal, so genetically engineered animals must be monitored closely to mitigate any unanticipated welfare concerns as they arise. For newly created genetically engineered animals, the level of monitoring needs to be greater than that for regular animals due to the lack of predictability. Once a genetically engineered animal line is established and the welfare concerns are known, it may be possible to reduce the levels of monitoring if the animals are not exhibiting a phenotype that has negative welfare impacts.

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Статья посвящена проблеме использования генномодифицированных животных, а также способам их получения. Подобные животные могут быть использованы для улучшения качества пищи, создания видов, устойчивых к различным заболеваниям, а также с целью уменьшения сельскохозяйственного загрязнения.

К содержанию

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LA SIGNIFICATION ET LES CARACTÉRISTIQUES DES MÉDIAS DE MASSE DANS LE MONDE MODERNE

Aujourd'hui, nous vivons dans un monde global, caractérisé par un degré élevé de sensibilisation. Le nouvel environnement médiatique est dynamique et il continue de développer de nouveaux chemins parfois non prévisionnés qui affectent une personne dans toutes les sphères de sa vie. Le développement de

nouvelles technologies a conduit à une variété d'échanges sociaux interculturels à travers les médias. Sous le terme de médias il est de coutume de comprendre les institutions sociales garantissant la collecte, le traitement et la distribution d'informations à grande échelle. Les informations transmises doivent certainement répondre aux intérêts sociaux. Leur distribution est la partie inséparable de la communication spirituelle de masse. À ce jour, il existe un concept de «nouveaux médias». Ce concept est apparu en raison de l'informatisation intensive et de la numérisation de la société. Après avoir mené une grande enquête dans l'Université d'État du Bélarus, on peut faire la conclusion que la plupart des étudiants n'utilisent pas de médias papier, en revanche ils n'utilisent que de «nouveaux médias». Cependant, est-ce que tout est si bon pour fournir des informations dans la société en 2022? Dans cet article, nous allons essayer d'explorer le fonctionnement des médias du 21-ème siècle. Par conséquent, l'objectif principal de l'article est l'étude des nouveaux médias, une prise en compte plus approfondi de leur rôle et de leurs conséquences pour la vie dans la société.

Les nouveaux médias font nécessairement référence à une méthode de communication spécifique. Certains types de nouveaux médias tels que le journal Internet sont également «anciens médias» sous la forme d'un journal imprimé régulier. D'autres nouveaux médias sont absolument nouveaux, par exemple, des podcasts ou des applications de téléphones. La définition devient encore plus difficile si nous considérons que comme les technologies spéciales s'améliorent la définition change de manière continue. Les nouveaux médias sont toutes sortes de médias - des articles et des blogs de journaux, de la musique et des podcasts - qui sont livrés sous forme numérique. C'est-à-dire qu'il s'agit d'une forme de communication directement liée à Internet. L'Institut des nouveaux médias (NMI est une division académique interdisciplinaire engagée dans l'étude des aspects critiques, commerciaux et créatifs des nouvelles technologies. NMI est engagé dans la formation et la préparation de nouveaux professionnels des médias, ainsi que la fourniture de techniciens Les compétences et les connaissances étudiants [1]) définit de nouveaux médias comme «le terme général utilisé pour désigner tout ce qui est associé à Internet et à l'interaction entre technologies, images et son». Ceci est différent des «anciens médias» qui sont définis comme toutes les formes de communication existantes aux technologies numériques y compris «la radio et la télévision, ainsi que des matériaux imprimés tels que des livres et des magazines». En tant que développement et introduction généralisée de nouvelles technologies ce qui est considéré comme nouveau, continue de changer. Autrefois DVD et CD étaient la dernière façon de regarder des films et d'écouter de la musique sans aucun problème. Les services de streaming tels que Netflix et Spotify sont maintenant plus populaires. Voici quelques exemples de nouveaux médias: sites Web,

blogs, réseaux sociaux, services de diffusion musicale et de diffusion télévisée, réalité virtuelle et augmentée [3].

L'émergence de nouveaux médias a compliqué le système multimédia. Les médias obsolètes qui existaient avant Internet tels que les journaux, les émissions de radio et les programmes de télévision existent avec de nouveaux médias. Bien que les médias obsolètes maintiennent des formats stables, la liste des nouveaux médias se développe en permanence en raison d'approches innovantes. Les sources secondaires ont rejoint les médias pré-fabriqués pour fournir des nouvelles d'intérêts ordinaires qui exercent une lettre d'information étroite pour des utilisateurs individuels. Les nouveaux médias peuvent transmettre des informations à des particuliers naturellement sans interférence des portiers éditoriaux ou institutionnels qui sont inhérents à des formulaires obsolètes. Ainsi la relation entre les médias héréditaires et les nouveaux médias est mutuellement bénéfique. Les médias obsolètes comprenaient de nouveaux médias dans leurs stratégies de rapport. Ils s'appuient sur de nouvelles sources de média pour répondre à la demande toujours croissante de contenu. Les nouveaux médias ont pris la méthode principale de dépôt des informations provenant des médias obsolètes, ainsi que sur leurs analogues obsolètes pour obtenir une légitimité et prolonger encore plus leur contenu [2].

Idéalement, les médias effectuent plusieurs fonctions importantes dans la vie de la société. Leur objectif principal est d'informer le public et de fournir des informations pertinentes nécessaires au consommateur. Ils devraient également mener une socialisation sociale afin de développer et de vulgariser des intérêts publics. Ils établissent l'ordre du jour de la discussion publique des problèmes. Ils contribuent également à la création d'une communauté, en aidant les personnes à trouver des causes courantes, à identifier des groupes civils et à travailler sur la résolution de problèmes sociaux. Une variété de contenu couverte par les nouveaux médias a créé de telles opportunités comme une occasion d'entendre plus de votes. Le contenu des médias couvre toutes les parties des relations humaines avec la société et ses sous-systèmes, tous les domaines de relations sociales dans lesquels la personne est incluse, les médias révèlent donc l'interaction d'une personne avec la société à l'aide de ses rôles sociaux: comme un citoyen, un homme de famille, un représentant de la société. Les nouveaux médias ont le potentiel d'exécution de ces fonctions. Ils fournissent un accès à l'information et ils peuvent couvrir même les membres désintéressés du public via des canaux de pair-pair personnalisés tels que Facebook. Grâce à ses nombreuses opportunités de réseautage les nouveaux médias peuvent contribuer à la création d'une communauté émergeant au-delà des limites des frontières physiques. Dans le même temps l'ère des nouvelles médias a exacerbé les tendances qui sapent les objectifs idéaux d'une presse démocratique. Les médias diffusent une énorme quantité de contenu de divers

domaines d'activité mais la plupart des matériaux sont triviaux, peu fiables et contradictoires. À ce jour la plate-forme principale pour l'existence de nouveaux médias est Internet. Cependant quant à Internet la tendance à l'introduction de fakes s'est développée afin d'attirer l'attention, ce qui n'était pas le cas des médias d'autrefois. Aujourd'hui, un grand nombre de sources d'information ne sont pas vérifiées, ce qui rend la recherche et l'obtention d'informations difficiles. Alors que certaines fausses nouvelles sont une pure fiction, d'autres contiennent des éléments de la vérité ce qui les rend plausibles au public. De nombreuses nouvelles de l'ère des nouveaux médias sont déterminées par l'éclairage de l'éventail sans fin des scandales sensationnels - réels, exagérés ou entièrement fabriqués - qui sont souvent indirectement liés au contrôle [2].

Enfin, les nouveaux médias ont simultanément contribué aux choses positives et négatives dans le développement des médias mondiaux. Sur le côté positif - les nouveaux médias ont élargi la zone de leurs activités ce qui contribue à informer encore plus de personnes intéressées à leur information dans les plus brefs délais. Ils vous permettent de créer des espaces numériques où vous pouvez exprimer votre point de vue. Dans le même temps il existe également des aspects négatifs des activités de nouveaux médias. Dans la plupart des pays occidentaux, les médias électroniques ont été développés en tant que service qui représente l'intérêt du public. Aujourd'hui ils sont considérés comme une industrie entière. Ce processus d'industrialisation des communications n'est pas sans contradiction. La mission éducative, culturelle et démocratique des médias résiste aux lois du public et aux exigences de la publicité des relations publiques et de financement. De plus, pour le moment la fausse formation d'informations est assez rapide et elle est principalement concentrée sur le divertissement et la sensation. Cette tendance comporte le risque évident pour la vie culturelle, sociale, ainsi que la vie démocratique de la société. Actuellement il semble qu'il y ait peu de moyens efficaces de lutte contre le flux croissant de fausses informations. Il est important d'admettre que le journalisme n'a jamais été idéal dans son interprétation des faits. Cependant l'ère actuelle peut marquer le nouveau minimum de l'impératif démocratique de la presse libre. De plus, n'oubliez pas que la transformation de l'aliment d'information est très rapide. Il est utile de prendre en compte que dans une décennie, tout peut changer radicalement.

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В статье рассматриваются средства массовой информации с точки зрения доступности в современном мире. Раскрываются преимущества новых медиа для получения информации, а также подчеркиваются недостатки в использовании цифровых технологий в отрасли средств массовой информации. Автор показывает разницу между новыми медиа и старыми СМИ, а также проводит сравнение двух форм предоставления информации и, соответственно, анализ влияния цифровизации общества на работу СМИ в наше время.

К содержанию

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FOODSHARING AS A MODERN WAY TO SAVE OUR PLANET

In the XXI century people face many global problems. We can name the world crisis and famine among the major ones. According to the statistics, about 25 % of the food produced is thrown away worldwide every year, which is approximately 44 % of all household waste.

There is a theory that an effective way to solve the problem of food misuse is foodsharing [1].

The main aim of this project is to identify the level of public awareness of foodsharing and ways of its development in Russia and abroad.

Foodsharing is the process of distributing food, usually with the shelf life expired or about to expire, between community members using special organizations or online platforms.

This process was initiated to reduce the large amount of food waste in Germany in 2012.

The foodsharing movement is becoming more and more popular and widespread. Undoubtedly, the main idea of foodsharing is to get as little food as possible into the landfill. The UN data demonstrate that the number of hungry people in the world has already reached 820 million and is still growing.

Of course, the question arises: why should someone give away food? In the modern world, both individuals and organizations are engaged in this program:

cafes, canteens, grocery and farm shops. There may be several reasons for this, for example, concern for the environment, the desire to feed the hungry etc. Elderly people who are not taken care of by their relatives, students living on scholarship and just people who want to eat for free can come for food [2].

There is a tendency to increase the number of food-sharing services that can work as non-profit organizations and as businesses that derive income from the effective distribution of food. One of the development options is the creation of special online platforms for exchange/transfer of food and making profit from the interaction of users with each other.

Such platforms enable users to search and post information about available products, their quantity, location, and, of course, to agree on their free or paid transfer to other people [1].

Some of the most famous foodsharing services are Karma App, OLIO (UK), Wild Food (Houston, USA), Wats Cooking (India). Let's look at an example of how one of them works [3].

Karma App is a project launched in Sweden in 2016. Cafes, restaurants and grocery stores place ads for their unsold food at half price on the platform, users choose and pay for a product through this application, and pick it up themselves. Today, in addition to Sweden, the application is available in London and Paris, it is used by about 4.8 thousand sellers and more than 550 thousand buyers. Besides saving food (550 tons since the launch of the online platform), companies use the app as a platform to attract new customers. Karma App earns on commission (25 % of the receipt). The total investment in Karma has reached \$18 million.

Nowadays, Karma App encompasses more than 1,500 organizations, such as restaurants, hotels, grocery stores, cafes and bakeries, which sell their surpluses to approximately 350,000 app users. This is really a win-win situation: retailers can monetize food that may end up in the landfill, while consumers can save a lot of money. Such a business model can help the platform gain momentum: for an application to be more attractive to sellers, it really should be commercially profitable and not ask them to make donations [2].

To conclude, we can say there are a lot of European countries which actively follow the path of saving our planet from tons of food waste by taking various measures. In many countries foodsharing is sponsored and actively supported by the state.

What about the situation with foodsharing in our country?

We conducted a survey of about 55 people of different age groups, from different cities of our big country. The survey took over 2 days. I would like to present the results of this survey and draw some conclusions.

Both teenagers (the youngest respondent is 15 years old) and pensioners (the oldest respondent is 70 years old) participated in the survey.

8.5 % of the people surveyed were from Moscow and Moscow region.
 17.6 % of the surveyed people were from the cities of the Republic of Tatarstan.

1.65 % – from Penza region.

0.55 % – from Saint Petersburg

71.5 % – from other Republics and Regions.

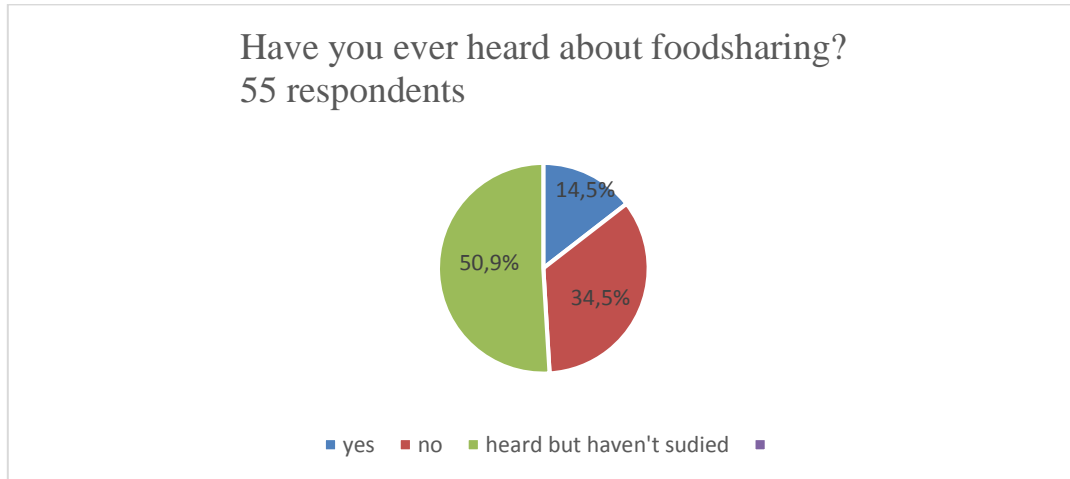


Figure 1 – The Level of Awareness about Foodsharing

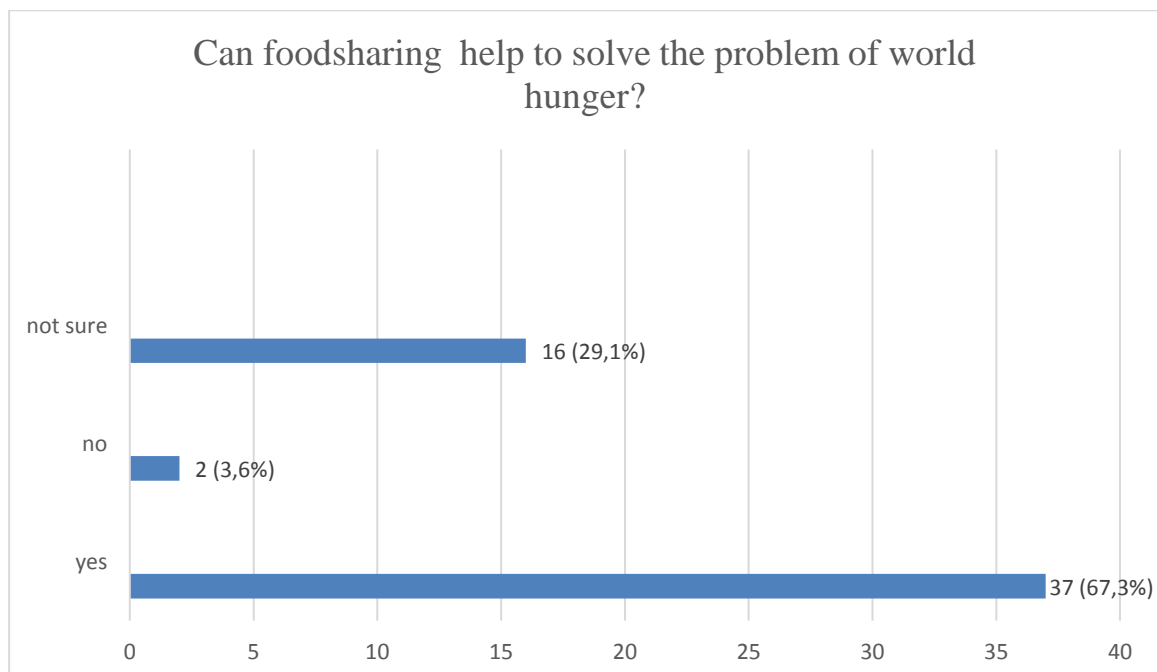


Figure2 – People's opinion about the possibility of solving the problem through foodsharing

The results show that a large number of people have heard about this movement, but have not studied it in detail. Also, most of them are ready to take an active part in exchange of food, some even give it away for free.

In addition, the respondents believe that Foodsharing can help to solve the problem of world hunger.

Of course, there are a number of food-sharing companies in Russia that are non-profit organizations. Undoubtedly, these projects manage to reduce food waste to a certain extent.

So, the number of companies and platforms that support the activity is increasing every year in the world.

According to experts, foodsharing will continue developing in Russia, as it is a very profitable business in several (economic, political) spheres of public life – it also helps solve environmental problems.

But what do ordinary people think about the development of Foodsharing in Russia?

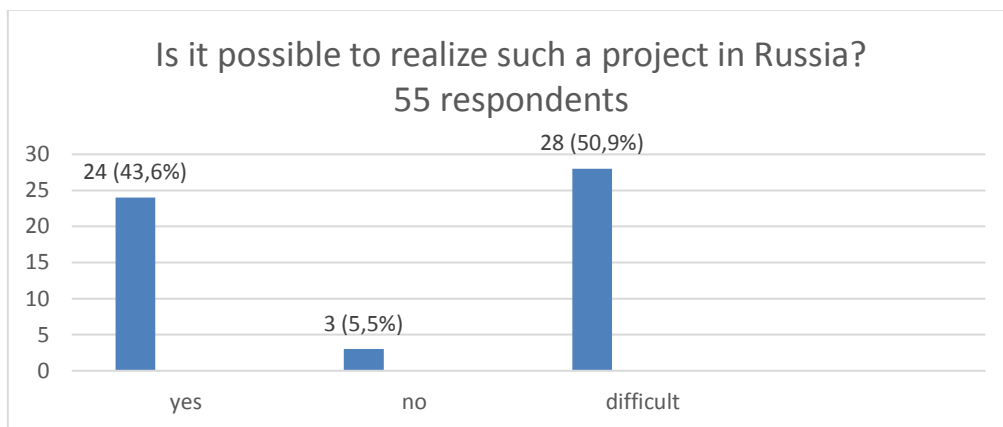


Figure 3 – People's opinion about the development of Foodsharing in Russia

The survey included questions on methods that can facilitate successful development of foodsharing in Russia. The most popular answer is the promotion of this issue in the media (including Instagram bloggers, as well as those who are heavily engaged in ecology and zero waste projects.). Half of the respondents think that increasing the number of reception facilities is of primary importance so that people have an opportunity to take food closer to home, or providing a courier service (possibly on a voluntary basis).

One of the respondents finds it very effective to develop the food sharing culture through active campaigning in the media, in education, in culture, in religious denominations, in trade. As for organizing the process itself, food for the needy should definitely not be thrown into the rubbish bin after the expiry date, as some supermarkets in Russia do, and the people concerned should try to disseminate the experience.

The issues of organizing, merchandising, creating separate zones in the same supermarket without breaking storage conditions are also important. Of course, it applies more to shopping centers, supermarkets, etc., because it is very rare for an average middle-class family to have products that are past their sell-by date.

To sum up, foodsharing becomes a way of socio-economic protection by distributing food to poor people. This reduces the state's expenses for the disposal of food waste. It also plays an important role as an environmental policy tool, ridding the world of about half of household waste. Therefore, food savers are one hundred percent sure that the exchange of products and surpluses, as well as the purchase of discounted buns in a bakery, means helping the planet.

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В статье проведен анализ развития фудшеринга как за рубежом, так и на территории Российской Федерации в 2012–2021 гг. Фудшеринг выступает как инструмент для решения социально-экономических, политических и экологических задач и проблем, не требующий внушительных денежных затрат. Указаны факторы, влияющие на развитие фудшеринга в России. Выявлены проблемы, возникающие в данной отрасли Российской Федерации. Обозначены пути дальнейшего развития фудшеринга в России и мировой экономике.

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ASPECTOS DA INTERAÇÃO ENTRE BRASIL E CHINA NAS ESFERAS ESPIRITUAL E SOCIAL

As diferenças culturais entre os países têm um impacto significativo em sua interação na política e na economia. No início do século 19, os produtores de chá chineses atravessaram oceanos sem fim e chegaram ao Brasil.

Estabeleceram uma forte amizade com a população local, marcando o início de relações amistosas entre os dois povos.

Cada vez mais brasileiros estão se apaixonando pela cultura chinesa. A comemoração do Ano Novo Chinês na Praça da Liberdade em São Paulo já se tornou um importante evento cultural e entrou para o calendário oficial da cidade. Todos os anos, centenas de milhares de pessoas, entre elas muitos brasileiros, participam do evento, que inclui festivais de música, exposições de arte, artes marciais e apresentações de dança.

O Brasil era praticamente desconhecido da China até algumas décadas atrás. A entrada mais antiga em livros chineses sobre este país encontra-se no compêndio medicinal da Dinastia Qing. O Brasil foi descrito na coleção como “um lugar lindo”, “uma terra fértil cheia de animais e pássaros exóticos”, onde “não há doenças, e os doentes que vêm de fora são curados” [3].

Em 1974, a RPC restabeleceu as relações diplomáticas com o Brasil, rompidas em 1949, e 44 anos depois, foram estabelecidas relações de “parceria estratégica” entre esses maiores países em desenvolvimento dos hemisférios oriental e ocidental, que se concentraram em uma cooperação forte e estável em todas as áreas, na inclusão na cultura, em 2012 – relações de parceria estratégica abrangente.

A principal conquista da cooperação cultural brasileiro-chinesa foi a abertura do Instituto Confúcio em São Paulo e do Centro de Pesquisas Sino-Brasileiro da Academia de Ciências Sociais de Pequim. A partir de 2021, existem 11 Institutos Confúcio no Brasil, localizados em instituições de ensino superior públicas e privadas.

O Instituto Confúcio da Universidade de São Paulo foi nomeado o “Melhor Instituto Confúcio do Ano” três vezes (em 2010, 2012, 2016). Além do Instituto, há também aulas de Confúcio que promovem a língua chinesa nas escolas secundárias e também oferecem cursos opcionais (desportes de taijiquan e aulas de caligrafia). A China valoriza sua cultura tradicional adaptada aos tempos modernos e busca ativamente criar uma imagem atrativa dela na sociedade brasileira na plataforma das instituições e classes confucionistas.

A China também realiza eventos destinados a promover sua cultura nacional e moderna: festivais, exposições de arte, viagens de negócios e outros eventos. Todos os anos, no dia 15 de agosto, é comemorado o Dia da Imigração Chinesa para o Brasil. O Parque de São Paulo abriga master classes em caligrafia chinesa e medicina tradicional chinesa organizadas pelo Instituto Confúcio.

Em fevereiro de 2017, o Ministro da Cultura do Brasil, João Batista de Andrade, reuniu-se com o Vice-Ministro da Cultura da China, Yang Zhijin, onde foram discutidas questões de ampliação da cooperação cultural bilateral (economia da cultura, literatura, intercâmbio museológico). Os participantes destacaram a popularidade das séries brasileiras na China e as perspectivas de cooperação na área de cinematografia e distribuição de filmes [1].

No mesmo ano, foi assinado um acordo de coprodução cinematográfica, pelo qual filmes realizados em conjunto passaram a ter acesso a mecanismos de financiamento público em ambos os países. Um dos resultados de sucesso da colaboração foi o longa-metragem brasileiro “Nise – Coração da Loucura”, dirigido por Roberto Berliner, que foi exibido em 600 cinemas chineses. Em 2017, o filme ganhou o Prêmio Panda no II BRICS Film Festival em Chengdu e foi selecionado para abrir a Semana do Cinema Brasileiro em Pequim organizada pelo Chinese Film Archive. O filme é baseado em fatos reais ocorridos em 1944 nos subúrbios do Rio de Janeiro e é dedicado ao psiquiatra brasileiro Nise da Silveira, que mudou a ideia do tratamento psiquiátrico.

Em novembro de 2019, o China Media Group (CMG), o maior grupo de comunicação da China, assinou um memorando de cooperação com o conglomerado brasileiro Grupo Globo no Rio de Janeiro para cooperar em cinema, televisão, esportes, entretenimento, 5G e outros campos. O acordo inclui a troca de filmes e programas de televisão, bem como a promoção de festivais de cinema brasileiro na China e festivais de cinema chinês no Brasil [2].

A cooperação brasileiro-chinesa na área da saúde também é uma área significativa de cooperação. Em novembro de 2019, foi assinado um Acordo de Entendimento sobre Medicina Tradicional. A técnica de acupuntura, praticada há mais de quatro mil anos na China, vem sendo cada vez mais utilizada no Brasil para o tratamento de diversas doenças e está se expandindo como prática alternativa ou medicina complementar, não só em clínicas privadas, mas também em instituições médicas públicas. Em algumas universidades brasileiras, os cursos de acupuntura são ministrados em nível de pós-graduação para profissionais médicos.

Em julho de 2020, o Instituto Butantan e a fabricante biofarmacêutica chinesa Sinovac (com auxílio do governo de São Paulo) assinaram um acordo de cooperação para produzir e ampliar os testes de uma vacina contra a Covid-19. No mesmo mês, o governo do Paraná e a estatal chinesa Sinopharm assumiram a responsabilidade de testar e fabricar vacinas no Instituto de Tecnologia do Paraná.

Em 2020, a Universidade Federal de Minas Gerais (Brasil), a Fundação Oswald Kruj, a Queen Mary University (Reino Unido) e a Huazhong University of Science and Technology (China) assinaram um acordo para formar uma coalizão de intercâmbio de informações científicas para combater Covid19. Segundo especialistas brasileiros, isso pode ser crucial para os esforços do país para salvar vidas e mitigar as consequências da pandemia. Em 2021, o embaixador brasileiro na China, Paolo de Mesquita, observou: “Brasil e China trabalham juntos desde o início da pandemia, desde quando doações de materiais como máscaras e outros itens ajudaram a conter sua disseminação...”

Assim, a interação cultural contribui para o convívio de brasileiros e chineses com o cotidiano um do outro, a rica herança histórica e cultural de ambos os países, os sucessos e conquistas modernos em diversos campos e a criação de uma “Comunidade do Destino Comum da Humanidade”. O potencial de cooperação entre Brasil e China é bastante grande, e no futuro podemos esperar uma intensificação ainda maior das relações com sua transição para um novo patamar.

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На основе документального материала рассматривается сотрудничество Беларуси и Китая в социальной и духовной сферах. Большое внимание уделяется культуре, образованию и здравоохранению. Делается вывод о том, что потенциал сотрудничества Бразилии и Китая достаточно велик, и в перспективе можно ожидать еще большей интенсификации отношений с переходом их на новый уровень.

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IS PROGRAMMING NOT FOR WOMEN?

We live in an information society and computers are present in our lives. There are a lot more computers today and they have penetrated into all spheres of human activity starting with primary education and ending with the study of the latest technologies, new types of matter unknown to humanity so far.

We do not think about how many people worked on the creation of software and the device as a whole. In modern society there is a stereotype that a programmer is a male profession. In general, if based on statistical data this statement is true. The word “programmer” evokes various associations, dozens of images and very rarely there is a female incarnation. Unfortunately, nowadays there is a gender imbalance in the technological spheres and only 18 % of graduates of computer specialties are women [1]. A woman in the IT field is not always taken seriously. But there are some examples to evaluate women.

Ada Lovelace is best known for creating a description of a computer, the project of which was developed by Charles Babbage. It was after getting acquainted with Babbage’s invention that Ada decided to devote herself seriously to mathematical science. She began to study mathematical analysis, kept in constant correspondence with Babbage, gained more and more confidence and hoped to make a serious contribution to the development of science. It was a translation of Professor Babbage’s lecture on the structure and principles of his analytical machine provided with extensive comments by Ada herself. The researcher spent more than a year creating 52 pages of comments. They reflect both important nuances of the machine’s operation and illustrative examples of the possibilities of its application in practice. For example, in one of the comments Ada describes an algorithm for calculating Bernoulli numbers on Babbage’s machine. This is the first programme specifically designed to be played on a computer. At the same time the researcher was fully operating with the first fundamental concepts of programming: “cycle”, “cell”, “distribution card”, etc. Ada Lovelace created a description of Babbage’s analytical engine even before it was built having only the idea of its work in mind. Thus, the girl came very close to the idea of universal computing which is the basis of modern programming. In addition, Ada believed that an analytical machine could not only perform calculations but also create musical compositions, complex models, such as a model of the human nervous system. It is for this Ada Lovelace is called the first programmer in the world. One more interesting fact: Ada was the daughter of a famous English poet Lord George Gordon Byron [3].

Hedy Lamarr was a popular actress recognized as the most beautiful diva of the screen but all her life she loved to invent and improve something. In the 40s Lamarr and her friend patented an invention that allows you to control torpedoes over long distances remotely. The actress came up with the idea that it is necessary to create not just a communication channel that can be intercepted but a random code. That revolutionary Lamarr system was not recognized immediately, however. Fifty years later the invention turned into what is now called the connection of smartphones and Wi-Fi [2].

When **Elsie Shutt** was invited to Raytheon where 50 % of the programmers were men and 50 % were women she said “I was very surprised when I found out that these men are programmers. I thought it was a woman’s job!” [1].

Marissa Mayer first received a degree in symbolic systems and then in artificial intelligence at Stanford University which at that time was in its embryonic state. After a brilliant study the girl started working at Google. In 1999 this company was not yet a giant of the entire network but, in fact, a promising startup. Marissa became its only 21st employee and the first female engineer in the ranks of Googlomans. For 13 years Mayer worked in the field of programming, design, artificial intelligence systems and search. She had a hand in creating Google maps, pictures, news. After that she left the company in order to become the chief executive of Yahoo!. Until now Marissa’s name is constantly flashing in the ratings of the most influential women in the world.

Jade Raymond has been fond of video games since her youth. After receiving a bachelor’s degree in computer science she began working as a programmer at Sony where she helped form the department that later became known as Sony Online. Thanks to her experience working with online gaming platforms Jade became an employee of Electronic Arts where she was responsible for developing the online version of the famous game “The Sims”. What brought her the most fame in the industry was her work in the Montreal division of Ubisoft. At the age of 29 she took the position of executive producer of the company where such famous games as Assassin’s Creed, Splinter Cell or Watch Dogs were created under her leadership. In 2015 she founded Motive Studios, later she became vice president of Google and the head of the Google Stadia Games and Entertainment game studio. Becoming the first woman to receive a BAFTA award in the electronic entertainment section Raymond noted that a lot remains to be done in her field to promote gender diversity [2].

Elizabeth “Jake” Feinler created the Internet URL system that we take for granted today. For almost two decades she ran the Network Information Centre (InterNIC), an organization originally responsible for overseeing the use of Internet addresses and publishing Internet catalogs. As part of her work at Menlo Park where InterNIC was based Feinler and her colleagues created a widespread naming scheme for top-level domains (.com, .edu, .org). Although Feinler is now officially retired she is contributing to the development of the Internet in the form of preserving historical heritage. She is an active volunteer at the Computer History Museum and has compiled a timeline for the development of email. She also donated money, organized information and compiled detailed inventories for the archives of the NIC project [2].

A woman’s place has always been in programming: from the first programming languages to the launch of a man into space, from the first PCs to modern engineers of the largest companies - a woman has always been coding.

It doesn't matter whether you are an actress, a writer or a mathematician. Logic and programming languages are available to everyone if only there is a desire.

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В статье анализируется роль выдающихся женщин-программистов, их достижений в программировании и вклад в развитие IT-сферы.

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LE DÉVELOPPEMENT DU TOURISME ÉCOLOGIQUE EN RUSSIE

Dans le contexte d'une pandémie et de frontières fermées, l'écotourisme domestique a commencé à se développer activement, sur différents sites, une augmentation du nombre de propositions qui se positionnent comme écotourisme est visible. Au 21^e siècle, l'impact anthropique sur la nature croît de façon exponentielle. Cela comprend des changements dans le paysage naturel, une augmentation des émissions de gaz à effet de serre et l'épuisement des ressources naturelles. À cet égard, beaucoup ont commencé à réfléchir à la façon de voyager sans nuire à l'environnement. La meilleure option pour le moment est l'écotourisme.

Le but de ce travail est d'étudier un concept tel que le tourisme écologique et s'il peut remplacer les types de voyage existants.

L'écotourisme est une visite dans des zones naturelles qui sont peu affectées par l'impact anthropique. C'est un voyage responsable, sans nuire à la nature. Jusqu'au milieu du siècle dernier, le «tourisme de masse» n'existait pas: seuls les «solitaires» d'exception, obsédés par la passion de l'aventure, dotés d'une énergie et d'une volonté considérables, pouvaient profiter des beautés naturelles, pénétrer dans les recoins exotiques de notre Terre. De tels voyages ne pourraient pas entraîner de changements socio-économiques notables dans les régions visitées par les voyageurs; ils ne pourraient pas non plus fournir un afflux de ressources financières substantielles qui contribueraient à la préservation d'espaces naturels uniques, d'espèces rares de plantes et d'animaux et de cultures locales originales.

Au milieu du siècle dernier, Thomas Cook a commencé à organiser des voyages dans les montagnes écossaises et, en 1863, il a proposé la première ascension commerciale du Mont Blanc. Dans une large mesure, l'intérêt pour ces voyages a été encouragé par les écrivains romantiques anglais, qui ont chanté dans leurs œuvres la beauté de la nature sauvage et le monde enchanteur des sommets alpins, des vallées et des prairies.

En Russie, l'émergence du terme «tourisme écologique» est généralement associée aux activités du Bureau du tourisme des jeunes «Spoutnik» de la région d'Irkoutsk. Dans la seconde moitié des années 1980, les spécialistes de cette organisation ont développé et mis en pratique plusieurs itinéraires touristiques dans la zone côtière du lac Baïkal, appelés «éco-tours» – voyagez le long d'itinéraires écologiques. Par la suite, lorsque le terme «écotourisme» est devenu populaire, les circuits développés par les Sibériens ont commencé à être appelés itinéraires d'écotourisme.

Le seul type de tourisme qui n'entraîne pas de changement ou de détérioration de l'écologie des zones naturelles des zones touristiques, mais crée plutôt des conditions pour le maintien et la préservation de tous les types de ressources naturelles est le tourisme écologique, qui est très important dans le monde moderne, avec la menace existante de catastrophe environnementale et l'attitude irresponsable de l'homme envers la planète et tout ce qui y a été créé bien avant l'apparition de l'homme. L'écotourisme se distingue sensiblement des autres formes par son impact positif sur le développement durable des espaces naturels, exprimé dans l'équilibre des impacts environnementaux, socioculturels et économiques du tourisme [1, c. 171–173].

Récemment, l'écotourisme est allé au-delà des visites de zones naturelles spécialement protégées et implique une visite à la campagne sans nuire à l'environnement. À cet égard, il existe de nombreuses fermes écologiques et glampings qui offrent cette opportunité.

À l'heure actuelle, il existe des options d'écotourisme pour tous les goûts et tous les budgets, et en raison du coronavirus et des frontières fermées, l'offre sur

le marché de l'écotourisme est en croissance, et cette tendance commence tout juste à prendre de l'ampleur. Pour la même raison, il y a une augmentation de l'intérêt des touristes pour les voyages intérieurs, dans ce contexte, le tourisme intérieur a également commencé à se développer. De nouvelles éco-fermes apparaissent où les clients sont invités à se familiariser avec les particularités de la vie rurale, ou ils créent un environnement de l'ancienne Russie autour d'eux, emportant les téléphones et s'installant dans de vieilles maisons en bois, où ils cuisinent sur le poêle, prennent soin des animaux eux-mêmes et s'occupent du jardin. Pour les touristes plus sophistiqués, des glampings sont proposés, qui ont absolument toutes les commodités de la vie urbaine, mais en même temps tout est situé dans la nature.

Les États-Unis surpassent largement les autres pays en termes de revenus de l'écotourisme, avec un revenu annuel de 14 000 millions de dollars. En Russie, le revenu annuel de l'écotourisme est de 12 millions de dollars, soit 1 166 fois moins qu'aux États-Unis.

Malheureusement, pendant longtemps, le développement du tourisme écologique en Russie a été purement amateur. Ce n'est que ces dernières années qu'il y a eu une tendance à la formation de ce type de tourisme au niveau fédéral. Dans de nombreux domaines, l'écotourisme peut devenir une industrie de spécialisation, représentant une alternative compétitive aux activités économiques qui détruisent la nature.

Les tâches prioritaires pour le développement du tourisme écologique dans le pays sont :

- formation de spécialistes qualifiés pour l'industrie;
- développement d'une large gamme de nouveaux produits écotouristiques;
- utilisation d'une politique tarifaire flexible;
- l'aide de l'État à la promotion des produits écotouristiques sur le marché mondial;
- un travail conjoint des autorités régionales et de la communauté locale dans le développement du tourisme écologique dans les aires protégées régionales;
- l'attraction des investissements nationaux et étrangers, motivant leur participation, par exemple, par la simplification des charges fiscales ou par le désir des entrepreneurs de participer au développement de la région [2, c. 23–24].

Sur la base de ce qui précède, nous pouvons conclure que l'écotourisme est une merveilleuse alternative aux loisirs habituels pour tout le monde, mais en même temps, il aide à préserver des créations naturelles uniques sans violer leur intégrité et sans causer de dommages. Tout cela devrait s'accompagner du développement de nouvelles ressources et installations, ainsi que d'une sensibilisation du public aux ressources naturelles et culturelles existantes.

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В статье рассматривается проблема развития экотуризма в России. Автор подчеркивает, что экотуризм - это посещение природных территорий, минимально затронутых антропогенным воздействием. Раскрываются особенности экотуризма не только в России, но и в мире, а также причины его появления, обусловленные большим антропогенным влиянием на природу.

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THE VICTORIAN ERA AS MANIFESTED IN BRITISH CHILDREN'S LITERATURE

The Victorian Era (1837–1901) – the period of Queen Victoria's reign – was the time of peace (except for the Crimean War of 1853–1856) and prosperity in the British Empire. The Victorian era witnessed a huge growth in population. During Victoria's reign, the population of England more than doubled, from 14 million to 32 million. There were also some significant improvements in technology. The Victorian era slightly overlaps with Britain's Industrial Revolution, which saw big changes to the way that people lived, worked, and travelled. Another characteristic feature of the Victorian era is the reversed worldviews. In addition to the major developments in technology, there were emerging scientific theories, e.g. the theory of evolution developed by Charles Darwin. Those things changed the English people's self-image as well as their manner of interaction with the surrounding reality. It was the time when a lot of people started were distancing themselves from the church. Finally, there were poor conditions for the working class. The Industrial Revolution led to the distance between the social strata growing at a really high rate. The said period

is largely characterized by the struggle of working people and the triumph of right over wrong. This facilitated the country's fast development in every sphere of life, primarily technology, culture and literature [3].

The literature of this era was preceded by romanticism and followed by modernism or realism. Hence, it can also be regarded as a mixture of romantic and realist styles of writing. The most famous British writers of the Victorian Era are Charles Dickens, William Makepeace Thackeray, the Bronte sisters, Arthur Conan Doyle, the best known poets being Alfred, Lord Tennyson, Robert Browning and Matthew Arnold. British children's literature of the Victorian Era is represented by the names of Lewis Carroll, Edward Lear and others.

Because the Victorian Era covers so many years, it is usually divided into three periods: the early Victorian, mid-Victorian, and late Victorian – each of them displaying its own characteristics. The rapid industrialization of the years 1830–1850, drew the attention of early Victorian writers to such social issues as child labour and poverty. The best-known works of the period include *The Cry of the Children* by Elizabeth Barrett Browning and *Oliver Twist* by Charles Dickens.

Dickens started writing *A Christmas Carol*, one of his most popular and best-loved stories, in 1843. The book became an integral part of the English Christmas tradition as a perfect manifestation of the moral teaching of Christ as well as the illustration to English celebration of the season. The plot of the story was greatly influenced by the social and economic situation in England at that time. In the year 1834 the British government introduced the Poor Law Amendment Act, otherwise known as the New Poor Law. This entailed the establishment of numerous workhouses, so much detested by Dickens. The writer took the effects of Industrial Capitalism on children close to heart. The story actually began as an idea for a political pamphlet, to draw attention to the plight of the poor. Dickens's rich portrayal of Christmas activities like Christmas feast and Christmas parties were used to instruct Victorians on how to conduct festive activities, while his metaphorical and symbolic portrayals of the characters such as Scrooge, the Ghosts of Christmas Past, Present and Future, as well as the Cratchits and Tiny Tim, were to illustrate the morals of Christmas.

A Christmas Carol was published as a Christmas story. It takes the form of a Christian morality tale containing a moral lesson that the highly religious and traditional English population of Dickens's time would enjoy. Its structure, with five "staves" instead of chapters, represents a metaphor for a simple song, with a beginning, middle and end. Dickens uses the idea of singing to connect the story to the joyful Christian traditions of the season, such as carolling, while at the same filling it with more serious, politically-minded themes.

In fact, *A Christmas Carol* has had a tangible effect on poverty, at least on a small, individual scale – researchers say that having read *A Christmas Carol*

factory owners and merchants sent their workers gifts and changed harsh conditions [1].

This progress led to a period in the middle of the century when the British Empire blossomed and pride in the national identity peaked. George Eliot (Mary Ann Evans) wrote novels of moral decency and brilliant psychological realism (*Adam Bede*, *Daniel Deronda* etc.); Alfred Lord Tennyson wrote wonderful lyric poetry, his famous *In Memoriam*, and patriotic verses such as *The Charge of the Light Brigade*.

William Makepeace Thackeray wrote and illustrated five Christmas books (*Mrs. Perkins's Ball*, *Our Street*, *Doctor Birch and His Young Friends*, *The Kickleburys on the Rhine* and *The Rose and the Ring*) under the pseudonym of Mr M. A. Titmarsh in the period between 1846 and 1855. The last and the most popular of the above books, *The Rose and the Ring*, is a satirical work of fantasy fiction originally published at Christmas 1854. It criticises, to some extent, the attitudes of the monarchy and those at the top of society and challenges their ideals of beauty and marriage.

The later years of the Victorian Era saw a tendency toward the deconstruction of Victorian values. Still, we cannot but mention one of the brightest examples of Victorian literary tale, Charles Kingsley's novel *The Water-Babies: A Fairy Tale for a Land-Baby*. It is a children's novel first published in 1863. The book was highly popular in England. In the style of Victorian-era novels, *The Water-Babies* is a didactic moral fable.

All things considered, we may state that the impact of the Victorian morality on children's literature reflects the main social and economic trends of the respective period, namely social inequality, child labour, critical attitudes to the monarchy and reappraisal of values.

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В статье рассматриваются основные аспекты отражения особенностей Викторианской эпохи в детской литературе соответствующего периода. Особое внимание уделяется творчеству Ч. Диккенса и У. Теккерея. На при-

мере «Рождественской песни» Ч. Диккенса проиллюстрировано влияние христианских ценностей на общественное мышление, в то время как «Роза и кольцо» У. Теккерея представляет собой сатирическую критику монархического устройства и высших слоев общества. Автор делает вывод о значительном влиянии викторианской системы ценностей на детскую литературу Великобритании и отражении в ней основных социально-экономических тенденций соответствующего периода.

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KOALAS AS AN ENDANGERED SPECIES ON OUR PLANET

The Australian koala has been officially declared an endangered species. The researchers are seriously “sounding the alarm” as the population of these animals has been greatly reduced, by 2050 they may completely disappear from the wild. Koalas have been one of the symbols of Australia and everyone's duty is to protect these small defenseless creatures [1].

A hundred years ago they densely populated the forests of the continent, the population included more than 10 million individuals. However, according to the latest estimates of environmentalists, the number of koalas at the moment ranges from 15 to 30 thousand individuals. This means that over the past 10 years their numbers have decreased by 90%! These are really frightening numbers that allow us to classify koalas as endangered species of our planet [2].

How did it happen? In the wild koalas have virtually no natural enemies. The only serious threat to them is man and his activities. Koalas are friendly, easy to make contact with people, which played a cruel joke with the animals. For the sake of thick and beautiful fur mercantile people started hunting koalas.

However, this was not the only reason for the extinction of koala populations. Global warming and massive deforestation were also the reasons for this. Koalas live in eucalyptus forests and practically do not need to drink as the entire daily diet of the animal includes only a kilogram of eucalyptus leaves per day. Even in conditions of severe hunger and lack of other food the koala's body is simply not able to digest other food. Eucalyptus leaves are a universal product for these animals: they serve as both food and water. The leaves are rich in moisture which is enough to fully satisfy the need for fluidity [1].

The infrastructure of Australia is actively developing and as a result eucalyptus forests are being cut down. This has a negative impact on koalas' livelihoods, because people deprive them of the natural habitat forcing animals to look for a new home and food. Unfortunately, the habitat of koalas is shrinking every year.

Nowadays global warming is a huge environmental problem that has affected many spheres of life. Koala populations have received a deadly blow from this climate change, too. Due to the global warming the amount of fluid in eucalyptus leaves is decreasing which leads to dehydration of koalas: the temperature rises, the animals need more liquid but the leaves are no longer able to fill this need.

There is another disaster in Australia that claimed the lives of many innocent animals – massive fires that engulfed the territory of the continent. Eucalyptus leaves are highly flammable due to their high essential oil content. Sydney environmentalists estimate that 480 million mammals, birds and reptiles have perished in the burning forests. The koala population has also suffered huge losses due to its slowness and exceptional habitat. According to the information a third of the entire population of koalas died in the fires [3].

A considerable part of individuals has lost from stress the ability to reproduce. The difficulty of restoring the koala population is that the animals breed once every 1–2 years and there is only one cub in the litter. The number of mature couples capable of producing offspring is negligible, but even those that exist are relatives to each other. Due to the small population of koalas they mate within their own colony, so the number of genetic abnormalities in the cubs is very high. Toddlers due to congenital diseases do not even live to adulthood.

Now humanity is actively working to preserve koalas as an animal species on our planet. On May 2, 2012, the Australian Government announced that koalas are officially under state protection. This decision meant that now state bodies have the right to control and suspend the development of new ore and coal deposits, deforestation and housing construction if they consider that such activities threaten the normal life of animals. Also, to save the koalas a private clinic was opened in Port Macquarie where koalas arrive with a variety of diseases but are treated and prepared to return to the wild. After recovery the animal is delivered to the very tree or object in which it was found. This clinic is incredibly popular among tourists because they have the opportunity to watch the treatment of animals. Specialized workers collect eucalyptus leaves to feed their patients who are temporarily unable to find their own food. In addition to the medical staff about 120 volunteers work in the clinic every month [1].

Scientists have been talking about koalas as endangered species for several years. The extinction of koalas could take a toll on Australia's ecosystem because other animals don't eat eucalyptus due to its high toxic content.

Preserving the koala population is also important for maintaining biodiversity because a large number of species is the key to the sustainability of the entire ecosystem. The duty to increase the population of koalas falls on the shoulders of mankind and the government urgently focuses on protecting the koala's habitat, improves animal monitoring methods, increases funding for community conservation groups and bans ancient forests from being opened for logging. The species has suffered huge losses which can only be restored with the support of people and only by common efforts we can save our little brothers [2].

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В статье раскрываются причины, которые привели к сокращению популяции австралийских коал: охота, глобальное потепление, вырубка лесов и пожары в Австралии. Авторы рассказывают, какие шаги предпринимаются для сохранения этого вида животных на нашей планете.

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INFLUENCE OF THE DANCE ON A CHILD'S DEVELOPMENT

The very concept of “dance” is quite broad, to put it briefly and more generally: dance is a performing art form consisting of sequences of movement, either improvised or purposefully selected. This movement has aesthetic and often symbolic value [1, p. 72]. Dance can be categorized and described by its choreography, by its repertoire of movements, or by its historical period or place

of origin. Dance is not only the movement of our body, but it is also music, as well as the sense of rhythm. Dance is generally, however not exclusively, performed with the accompaniment of music. But some dance, such as tap dance, may provide its own audible accompaniment in place of or in addition to music. Many early forms of music and dance were created for each other and are frequently performed together. Rhythm and dance are deeply linked in history and practice. Dances generally have a characteristic tempo and rhythmic pattern.

The purpose of the article is to reveal the influence of dancing on the physical, intellectual and mental development of a child.

How does dance affect a child's development? Dancing allows a child to receive not only positive emotions, but also has many advantages. Unlike sports and other physical activity dancing helps children develop movement control, coordination and strength, get rid of body clumsiness, develop a sense of rhythm and body balance, which leads to mental balance and stress resistance.

When children dance, they learn how their body can move. They experiment with motions such as walking, sliding and jumping, as well as other movements like twisting, bobbing and bending. Dancing, unlike standing and walking around, employs various muscles, thus strengthening them. Through dance, children learn to coordinate and control their bodies and the movement helps them develop spatial awareness. If children are copying an adult or learning a set dance such as "the chicken dance", their listening and understanding skills are improved. They also begin to pay more attention to others sharing the space [2].

Moreover, using unusual movements, a child not only develops all muscle groups, but also forms new neural connections, which is very beneficial for their health. Group dance makes you a part of a group and teaches how to interact effectively with all the members of the team. Children learn to "master" their body, get rid of embarrassment and stiffness. Dancing also brings up the determination and the ability to overcome difficulties and be patient.

In our opinion, not a single section or circle provides such social skills as a dance class. Much depends on the work of the teacher who must be a highly qualified specialist, attentive and patient, able to give timely praise to children and encourage them. It has long been proven that dancing develops creative thinking: the longer a person does it, the better their body improvises to the music. Over time, creativity "flows" into other areas: study, drawing, music. Dancing gives freedom of thought, hence creativity is born.

That's not all: scientists from the Einstein College of Medicine in New York proved that dancing has a beneficial effect on the development of mental abilities. The combination of the logic of dance steps and free-thinking in improvisation improves the performance of both hemispheres by 76 %. Even reading books and solving crossword puzzles does not give such results. So, dancing has a beneficial effect on children's health, mental and intellectual development [3, p. 12].

Furthermore learning body movement and gestures helps children absorb ideas better and improves their ability to assimilate new information. There is an opinion that dance classes are only necessary for children who want to perform on stage as professional dancers. As a matter of fact, dance classes are an ideal stepping stone for a child who is showing early signs of a natural flair for performance. However, there are a lot of benefits of learning to dance for a child who is shy, has low self-esteem or has shown no interest in performing.

When young children study dance they learn perseverance and self-motivation. Dancing encourages children to experiment and find different ways of solving problems. It is vital for a child's personal development that they learn the importance of trial-and-error and that, if at first they don't succeed, it is worth trying and trying again. Children experience a sense of success and accomplishment after they have mastered a complicated movement and this will undoubtedly encourage them to transfer this ambition into other aspects of life.

Thus, dance has a lot of non-physical advantages such as better self-confidence, an overall enhancement of physiological wellbeing. It also boosts physical confidence, motivates children towards positivity, brings out perfection in mental dexterity, enhances social skills.

So dancing is the whole new therapy for sad hearts and introverted kids. It not only allows kids to vent out their emotions but it also brings out a whole new personality in them. Try getting your kids enrolled in a dance school or at least encourage them to take part in those quirky dance shows happening in schools. This will bring out a new level of confidence in them and help them do better in every aspect of their life.

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В статье автор рассматривает влияние танца на физическое, умственное и психическое развитие ребенка. В физическом плане занятия танцами способствуют укреплению мышц, развитию гибкости, координации и чувства равновесия. Танец влияет на творческое развитие детей, улучшает их умственную деятельность.

К содержанию

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COMPARACIÓN DEL NIVEL Y LA CALIDAD DE VIDA EN BELARÚS Y UCRANIA SOBRE LA BASE DEL ÍNDICE DE DESARROLLO HUMANO Y EL ÍNDICE DE PROSPERIDAD

Belarús y Ucrania son dos repúblicas vecinas. Están unidas no solo por una frontera común, sino también por una historia común, clima, participación en las mismas alianzas y asociaciones políticas (URSS, CEI). Sin embargo, después de los acontecimientos en Ucrania en 2014, que luego llevaron a una crisis, un cambio de poder, así como cambios dramáticos en la implementación de la política exterior (enfriamiento de las relaciones de Ucrania con Rusia, reorientación a los mercados y valores occidentales, fortalecimiento del sentimiento de centro europeo entre la población), los caminos de los países comenzaron a diferir cada vez más.

La práctica mundial ha adquirido cierta experiencia en la elaboración de enfoques metodológicos y metódicos para evaluar y predecir el nivel de vida de la población. Sin embargo, al analizar, evaluar y predecir los indicadores que caracterizan el lado cualitativo de la vida de una persona, surgen ciertas dificultades. El principal problema es la explicación de tales categorías como el nivel y la calidad de vida, que radica principalmente en la falta de una definición inequívoca de ellas. Diferentes autores las tratan de manera diferente [1].

El objetivo de este trabajo científico es comparar el nivel y la calidad de vida de Belarús y Ucrania con la ayuda de tales índices internacionales como El Índice de desarrollo humano (IDH) y el Índice de prosperidad. El Índice de desarrollo humano es un indicador integral que caracteriza el desarrollo humano en países y regiones del mundo.

El Índice de desarrollo humano incluye 3 índices privados:

- El Índice de esperanza de vida que caracteriza la salud y la duración de la vida. Se calcula utilizando el indicador de la esperanza de vida promedio al nacer.
- El Índice de educación, que se mide por la duración media de la educación de los niños en edad escolar y la duración media de la educación de los adultos.
- El Índice del ingreso nacional bruto, que caracteriza un nivel de vida decente y mide el ingreso nacional bruto (INB) per cápita en dólares estadounidenses por paridad de poder adquisitivo (PPA) [2].

Para evaluar el nivel y la calidad de vida de la población, además del IDH, en la práctica internacional se utiliza el Índice de prosperidad del Instituto Legatum (Legatum Prosperity Index).

La metodología de cálculo fue desarrollada por el Think Tank de Londres (Legatum Institute). Desde 2007 Legatum Prosperity Index ha evaluado los cambios a largo plazo en la prosperidad global, identificando los motores del progreso y destacando los países que han logrado el mayor éxito. El cálculo se realiza teniendo en cuenta los siguientes indicadores:

- Seguridad y protección (Safety & Security);
- Libertad personal (Personal Freedom);
- Gestión (Governance);
- Capital social (Capital Social);
- Entorno de inversión (Investment Environment);
- Condiciones empresariales (Enterprise Conditions);
- Infraestructura y acceso al mercado (Infrastructure & Market Access);
- Calidad económica (Economic Quality);
- Condiciones de vida (Living Conditions);
- Salud (Health);
- Educación (Education);
- Medio ambiente (Natural Environment) [3].

La República de Belarús, al igual que muchos otros países miembros de la ONU, se encuentra en la lista de países cuyo nivel de desarrollo se evalúa según el Índice de desarrollo humano. Entre 2010 y 2019, se observa un aumento constante en el IDH, en el ranking de 189 países del mundo, Belarús ocupa el lugar 53 en términos del IDH y se encuentra en la lista de países con un alto nivel de desarrollo humano.

El Índice de desarrollo humano demuestra que el nivel y la calidad de vida en Belarús están aumentando constantemente. Ucrania, al igual que la República de Belarús, entra en la lista de países cuyo nivel de desarrollo se evalúa según el Índice de desarrollo humano.

Según el informe del “Programa de las Naciones Unidas para el Desarrollo (PNUD) 2020” en 2019 Ucrania se ubicó en el lugar 74 en el ranking de 189 países en todo el mundo en términos de IDH, es decir, en la posición 21 después de la República de Belarús. Ucrania no forma parte del grupo de países con un nivel muy alto de desarrollo humano. A diferencia de Belarús, el país está incluido en el grupo de países con un alto nivel de desarrollo humano. Al mismo tiempo, si en la República de Belarús durante el período 2010–2019. hay un crecimiento constante del IDH, en Ucrania después de la crisis política de 2014, hubo una disminución del IDH y solo en los últimos años, como y en nuestro

país, hay una dinámica positiva. El índice aún no ha alcanzado el valor más bajo del IDH de Belarús en todo el período 2010–2019.

Lo que toca al Índice de prosperidad Ucrania ocupa el lugar 78 de 167 países en el ranking general, que es 12 posiciones más bajo, en comparación con el ranking de Belarús. Desde 2011 Ucrania ha subido en el ranking en 13 posiciones. Ucrania tiene los indicadores más altos en el campo de la educación y la actividad empresarial, pero los más débiles podemos ver en el campo de la seguridad y la protección. La mayor mejora en los últimos 10 años se produjo en el entorno empresarial.

Actualmente, Belarús supera a Ucrania en la mayoría de los indicadores socioeconómicos e índices calculados en los últimos 10 años. Sin embargo, en Ucrania hay un crecimiento estable de algunos indicadores, así como un aumento en las clasificaciones internacionales.

La política social de Belarús funciona mejor y más fuerte que en Ucrania, y esto puede deberse al mayor papel del estado en la vida pública de los ciudadanos.

La creciente retirada de Belarús de la política de múltiples vectores hacia una fuerte integración con Rusia y la reorientación de las exportaciones a países no europeos conduce a ciertos desafíos en las relaciones entre Ucrania y Belarús.

Para que el desarrollo de ambos países sea estable en el futuro, es necesario resolver en primer lugar las contradicciones, conflictos y desacuerdos políticos internos y externos que pueden desestabilizar el nivel y la calidad de vida de la población de Belarús y Ucrania.

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Рассматриваются уровень и качество жизни Беларуси и Украины на основании данных рейтингов индекса человеческого развития и индекса процветания Института Legatum в динамике.

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A DIMENSÃO AFRICANA DA POLÍTICA EXTERNA DO BRASIL

As relações do Brasil com os Estados africanos, particularmente a África do Sul, membros da Comunidade dos Países de Língua Portuguesa (CPLP), e a África do Sul, são de natureza especial, histórica e cultural. Os países em desenvolvimento do continente africano são vistos pelo Brasil como aliados na defesa de interesses comuns no diálogo com os países industrializados. Com estados asiáticos desenvolvidos como o Japão e a Coreia do Sul, o Brasil procura maximizar e expandir os laços comerciais e económicos [1, p. 239].

Já S. Saraiva Guerreiro, Ministra das Relações Exteriores do Brasil de 1979–1985, observou: “O Brasil considera que as suas relações com África são de extrema importância: compreendemos que devido à nossa posição geográfica e à nossa pertença ao mundo em desenvolvimento, e devido à influência da África na nossa cultura, o nosso país deve manter relações bilaterais especiais com os Estados africanos” [1, p. 239].

Assim, a África é a própria arena onde o Brasil sempre procurou e procura ter uma “voz”. E o interesse na cooperação com a África do Sul data dos anos 70, apesar do regime do apartheid naquele país e do volume bastante baixo de comércio entre eles. Na sequência da Guerra Anglo-Argentina no Atlântico Sul (Maio-Junho de 1982), a diplomacia brasileira apoiada pela Argentina e Uruguai levou à adopção de uma resolução na 41ª sessão da Assembleia Geral da ONU para transformar o Atlântico Sul numa Zona de Paz e Cooperação. O único Estado que se opôs foi os EUA. Embora o conceito de “Zona de Paz” seja juridicamente ambíguo, há que reconhecer que, em certa medida, tem impedido a crescente militarização da região. O colapso do regime do apartheid na África do Sul removeu todos os obstáculos à crescente cooperação geopolítica do Brasil com a África do Sul. Nos anos 90, os exercícios navais regulares das marinhas brasileira, argentina e uruguaia (“Fraterno Amigo”, “Ninfa”) no Atlântico Sul foram complementados com o início da cooperação operacional com a Marinha Sul Africana. O estabelecimento do Mercosul, o crescimento do potencial económico e político do gigante sul-americano, a descoberta no final dos anos 90 e início dos anos 2000 de grandes campos petrolíferos na plataforma continental e na área adjacente e o início da sua exploração activa multiplicaram a importância da região do Atlântico Sul para o Brasil [1].

Além disso, ao desenvolver relações com África, o Brasil tem sido sempre um apoiante consistente de todas as resoluções da ONU que condenam o colonialismo e a discriminação racial. Como resultado, foi estabelecida uma

boa base ideológica e jurídica de contactos, ligações e relações com os estados jovens da região [1, p. 241].

É importante salientar que nos anos 90 o Brasil “retirou-se” efectivamente de África: as suas embaixadas fecharam em alguns países do continente, e o já baixo volume de comércio diminuiu. Isto deveu-se principalmente às dificuldades económicas objectivas enfrentadas pelo Brasil na primeira metade dos anos 90, bem como às novas prioridades de política externa associadas ao colapso do mundo bipolar e à reestruturação de todo o sistema de relações internacionais. Assim, durante esse período, devido à sua instabilidade política e económica, foi decidido retirar África da lista de prioridades da diplomacia brasileira, que se preocupava principalmente com os processos de integração regional e a redistribuição dos vectores da política externa [2].

Uma das linhas de contacto nas relações Brasil-África é o diálogo sobre os aspectos económicos e políticos da região do Atlântico Sul. Desde 1996, todos os documentos de segurança nacional do gigante latino-americano têm, sem excepção, salientado consistentemente a necessidade de proteger o património nacional, a Amazónia, contra possíveis ataques de grupos armados irregulares de países vizinhos, entidades transnacionais, aderentes do “património comum” e Estados “com poder militar predominante”. Desde 2005, estes documentos têm acrescentado a Amazónia “Verde” à Amazónia “Azul”, áreas de produção de petróleo no Atlântico Sul [3].

Contudo, se a criação de um exército moderno puder ser considerada “revolucionária” para este país, a diplomacia, muito menos a diplomacia colectiva, continuará a ser um meio tradicional de defesa dos seus interesses nacionais. Um novo parceiro de política externa para o país da Cruz do Sul é a Índia, cujos interesses com o Brasil se sobrepõem tanto em termos de segurança das comunicações marítimas no hemisfério sul como um todo, incluindo o Atlântico Sul, como no contexto da sua luta comum para obter a adesão permanente ao Conselho de Segurança da ONU [2].

Em 2003, o formato IBAS (port – IBAS) foi formalizado na capital com a participação do Brasil, Índia e África do Sul, cujas origens “centradas no Brasil” não foram postas em dúvida pelos observadores. Os objectivos incluíam consultas políticas regulares, assistência aos países menos desenvolvidos e, o que é importante, manobras navais conjuntas regulares (IBSAMAR) envolvendo as marinhas dos três países do Atlântico Sul e do Oceano Índico. O conjunto de ferramentas diplomáticas do Brasil na IBSAMAR é obviamente mais extenso do que o dos BRICS, mesmo apesar da presença da energia nuclear, a Índia. As provas podem ser vistas na admissão da África do Sul no BRICS em 2011, que ocorreu, como alguns observadores afirmam, por “instigação” do IBAC (principalmente do Brasil) [4].

O Brasil procurou otimizar a actividade económica estrangeira em África: era um grande mercado com grandes oportunidades. Os países africanos eram consumidores do chamado “primeiro grupo de exportação de mercadorias” – produtos de engenharia mecânica (automóveis e autopeças, máquinas agrícolas, equipamento de trabalho em madeira, máquinas têxteis, etc.), cuja produção neste mercado não se limita à produção de máquinas.), em cuja produção o Brasil é bastante competitivo para este mercado. Considerando as exportações como um importante meio de crescimento económico, expandiu significativamente as suas relações comerciais externas com países deste continente nos últimos anos. As exportações para África de serviços de engenharia, gestão e consultoria, habitação, construção portuária e projectos de exploração e exploração mineral estão a aumentar constantemente. Ao mesmo tempo, a actual penetração do Brasil em África está a ter lugar face à feroz concorrência de outros países, especialmente da China [1].

Assim, a cooperação com os Estados do continente africano é extremamente atractiva para o Brasil porque representa uma nova dimensão na economia, finanças e comércio mundiais, na qual o governo do gigante latino-americano pode efectivamente influenciar – o chamado eixo “Sul-Sul”.

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Раскрывается становление многостороннего экономического сотрудничества Бразилии и стран Африки. Автор показывает многогранность отношений, взаимодействие не только в рамках двусторонних отношений, но и через платформы регионального и международного сотрудничества.

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WHAT IS ZERO WASTE MANAGEMENT?

Zero waste is about embracing a circular economy mindset and setting new goals for how we live in the world. The zero-waste concept takes the “reduce, reuse, recycle” mantra to a whole new level. In a zero-waste city trash would never go to a landfill or incinerators. Instead, it would be reabsorbed into the system as a resource, creating a society that functions in a truly circular and sustainable way – a society without waste. Several cities all over the world now have clear zero-waste goals as part of their municipal waste management policies. Besides, the increasing digitalization of waste management practices is crucial in the transition to a zero-waste world [2].

Communities across the globe define the term “zero waste” in a variety of different ways. As for the Zero Waste International Alliance, it defines this term as “the conservation of all resources by means of responsible production, consumption, reuse, and recovery of products, packaging, and materials without burning and with no discharges to land, water, or air that threaten the environment or human health” [1].

At its core zero waste takes aim at our “take, make and waste” approach to production and consumption encouraging a more circular approach to the way we use resources. This means that the goal of zero waste is to push economies towards the target of sending no waste to landfill, incinerators and the ocean [1].

One might think that zero waste is just another word for recycling. But zero waste goes far beyond just converting waste into reusable materials. It involves the entire product life cycle, including product design and materials management, and aims to extend the lifetime of products, reduce the volume and toxicity of product materials and waste, eliminate negative environmental impacts of the production cycle, as well as conserve the planet’s natural resources [2].

However, while recycling and conscientious waste management remain core to achieving that goal, zero waste extends much further than simply dealing with “end-of-life” waste. In fact, it examines the entire lifecycle of a product or material, highlighting inefficiencies and unsustainable production and consumption practices. Zero waste plan is pushing the economy to be less wasteful in production and consumption.

Achieving zero waste status requires the following fundamental changes in the waste management infrastructure:

1. Waste prevention. National waste prevention plans are crucial for achieving zero waste according to the European Environmental Agency. They involve local and sectoral responsibility and objectives such as improving resource efficiency of businesses, e. g. designing easily maintainable and repairable products, reducing product packaging, reducing food waste throughout the value chain, educating policy makers and citizens.

2. Separate waste collection and recycling. Separating waste into reusable products, recyclable materials, food waste and residual waste is a key component of zero waste initiatives. According to “Zero Waste”, implementing separate collection can result in as high as 90 % recycling rates, which means a reduction in residual municipal waste to less than 100 kg per person.

3. Reducing residual waste. Waste that cannot be reused, recycled or composted should be kept to an absolute minimum as we work to phase it out completely. Phasing out residual waste means excluding it from our waste cycle. Full transparency is the key point in this area, so that recycling and waste prevention schemes can be optimized and further implemented. In line with this disposal centres such as landfills should be progressively phased out as recycling and waste prevention increases [2].

The zero waste principles include three underlying obligations that target different sections of society: producer responsibility, political responsibility, and responsibility of the community [1].

Each of the above represents a specific stage of the waste stream. Producers are at the front end and they must take responsibility for product design and manufacturing. The community sits at the back end taking responsibility for consumption and disposal. In between, political responsibility must bridge the gap between community and producer promoting both environmental and human health while enforcing new laws designed to promote the zero waste principles.

The following principles are expanding to meet new challenges that arise as we continue to explore the realities of a zero waste economy: ensure processes (manufacturing, recycling, etc.) happen close to the source; don't export harmful waste; keep products and materials in the loop as long as possible; build systems that provide feedback for continuous improvement; promote materials as resources; minimize polluting discharges to land, water, and air; promote the precautionary principle; develop adaptable, flexible and resilient systems [1].

According to the EPA only around 30 % of the US waste stream is recycled, with around 140 million tons of waste sent to landfill each year. When it comes to single-use plastics, only around 9 % is recycled [1].

Landfills can no longer hold our waste; not only are they harmful to the environment but also release CO₂, methane, hydrogen sulfide, and other harmful gasses. Additionally, leachate from landfills penetrates into our groundwater and pollutes farmland and drinking water.

Nowadays the recycling industry cannot hope to keep up with demand, and while recycling is highly important to the zero waste movement it must not be so heavily relied on. The extra resources and emissions associated with the recycling industry can and should be designed out, using better resource management and by encouraging producer responsibility.

And if people discuss the destructive impact of climate change then zero waste and a more circular economy are truly our most sensible and sustainable options.

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В статье описывается новый экологический тренд, известный в мире под названием «нулевые отходы»: его цель, содержание, значение для сохранения окружающей среды. Автор рассказывает о преобразовании отходов в многоразовые материалы, о соблюдении новых законов, направленных на продвижение принципов данного движения.

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USING THEY/THEM AS A SINGULAR PRONOUN IN MODERN ENGLISH LANGUAGE

It is a pretty common knowledge throughout foreigners, who learn English language, that there are two main singular pronouns, which is he or she. However, one more of those exist. “They/them” pronoun is commonly used in modern English language as a gender-neutral one, when gender of the person are

not known or it's irrelevant to the narration. For example, if someone uses nouns like person, individual, or everyone or phrases like every teacher or each nurse in a sentence, they should use the appropriate form of the pronoun they as needed. English now uses "they" as a gender-neutral singular pronoun – though some critics argue that "they" should really only be used to refer to plural nouns.

The purpose of my article is to demonstrate the fact of the development of the English language towards the creation of gender-neutral pronouns that will be widely used in future. In the following, I will briefly describe and show with examples the development and establishment of the "they/them" pronoun throughout the history of the English language.

However, despite as it may seem, gender neutral pronoun "they" had been used not only throughout the history of English language, but also in literary history. Examples of the use of the singular "they" to describe someone's traits are as early as 1386 in Geoffrey Chaucer's *The Canterbury Tales*, as well as well-known literary works such as Shakespeare's *Hamlet* in 1599: "Stand dumb and speak not to him. This to me in dreadful secrecy impart they did". "They/them" were still used by literary authors to describe people well into the 17th century, including Jane Austen in her 1813 novel *Pride and Prejudice*. In addition, there are some examples where writers use the singular "they" to create suspense or to create comedy.

The Oxford English Dictionary traces their singular to 1375, when it appears in the medieval novel *William and the Werewolf*. Except for the old-fashioned language of this poem, its use of the singular *oni* for an unnamed person seems very modern. In the Middle English version it sounded like: 'Hastely hized eche . . . þei neyʒþed so neiʒh . . . þere william & his worþi lef were liand i-fere.' And in modern English, that's: 'Each man hurried . . . till they drew near . . . where William and his darling were lying together.'

In the eighteenth century, grammarians began to warn that the singular "they" was an error because a plural pronoun could not have a singular antecedent. Nevertheless, let's not forget that the singular "you" was a plural pronoun, which also became singular. Singular "you" has become normal and unremarkable. Also unremarkable are royal "we", and in countries without a monarchy editorial "we": the first-person plural is regularly used as the singular, and no one is disapproving that. And singular "they" are also on the way to becoming normal and unremarkable.

Along with that in the opposition to the opinion that "they" should be acknowledged as a gender-neutral pronoun, there is a view that pronoun "he" must be used as a generic one instead. This opinion is highly debated as using "he" pronoun as a gender-neutral would exclude women from the context. Over time, the use of gender-neutral pronouns came to be used as a way to promote the women's rights movement in the late 19th century. From the 1870s to the

early 1900s, there was also a view that if “he” is treated as generic in criminal law, then the electoral “he” must include women as well. The courts at the time disagreed, although they continued to support “he” as including women when it came to obligations such as paying taxes or incurring civil or criminal penalties. “He” was a generic pronoun used to describe men and women, but was interpreted in favor of men and patriarchal systems.

The topic of preferred pronouns continues to be controversial. When the University of Tennessee at Knoxville posted a guide to gender-neutral pronouns on its website, it infuriated conservative politicians in the state. However, more language authorities, such as dictionaries and style guides, are now accepting the singular “they”, including the Associated Press and The Washington Post. Moreover, well-respected Chicago Manual of Style still rejects the singular “they” for formal writing.

Former OED editor-in-chief Robert Burchfield, in Fowler’s *New Dictionary of Modern English* (1996), dismisses objections to the singular “they” as unsupported by historical records. Burchfield notes that this construction “passes unnoticed” by standard English speakers as well as copy editors, and concludes that the trend is “irreversible”.

The use of a gender-neutral pronoun in speech is extremely important, as it helps not only to maintain the style of the work, but also to keep the text from prejudices that could arise from knowing the gender of a person. Despite the fact that at the moment in the English language there is no specific obligation or norm to use the pronoun “they”, it should still be remembered that in the modern world it is used more and more widely. From observations of the development of the language, it can be said with a high probability that such a norm may appear in the near future. Along with “she” for a woman and “he” for a man, “they” eventually will arise, which will be commonly used to refer to a generic person.

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В статье раскрывается история возникновения, развития и установления такого гендерно-нейтрального местоимения, как «они/их», через анализ доступной информации на языке оригинала. Автор также демонстрирует случаи, в которых следует использовать гендерно-нейтральные местоимения, а также те, которые могли бы использоваться в языке вместо «они/их».

К содержанию

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EL PAPEL DE LA OMC EN LA REGULACIÓN DEL COMERCIO INTERNACIONAL

La creciente interdependencia entre los Estados en la economía mundial, la internacionalización de la vida económica y la aparición y agravamiento de los problemas globales han determinado objetivamente la necesidad de una regulación decidida de las relaciones económicas internacionales mediante el esfuerzo conjunto de los Estados. La regulación multilateral interestatal de áreas específicas de la economía mundial comenzó mucho antes de la Segunda Guerra Mundial. Pero sólo se convirtió en un factor importante de la economía mundial en los años de posguerra.

La regulación internacional de las relaciones internacionales es una combinación de Estados que asumen voluntariamente sus responsabilidades y adoptan normas comunes de actuación en las relaciones económicas internacionales.

Hoy en día podemos contar con unas 30 organizaciones comerciales y económicas internacionales con un número reducido y amplio de miembros. Sin embargo, un número relativamente pequeño de organizaciones comerciales y económicas desempeñan un papel destacado en la creación de flujos comerciales y en el establecimiento de las normas para la realización de negocios internacionales, siendo la Organización Mundial del Comercio (OMC) la más importante.

La OMC es crucial para regular el comercio mundial de bienes, propiedad intelectual y servicios, así como para establecer políticas comerciales entre los países miembros y resolver conflictos comerciales entre los Estados. Para comprender el papel de esta organización, su importancia en la regulación del comercio internacional, conviene examinar con más detalle su estructura, sus funciones, los acuerdos y principios clave que conforman el marco jurídico, así como los beneficios del sistema comercial de la OMC.

El objetivo de este documento es definir el papel de la OMC en la regulación del comercio internacional.

La Organización Mundial del Comercio es un mecanismo institucional intergubernamental cuyo cometido es garantizar la aplicación de los instrumentos jurídicos surgidos de la Ronda Uruguay, que sirven de base para las negociaciones posteriores en el ámbito del comercio internacional de bienes y servicios.

El modelo sobre el que se fundó la OMC es el Acuerdo General sobre Aranceles Aduaneros y Comercio (GATT), que desempeñó las funciones de organización comercial internacional durante varias décadas (de 1948 a 1994). El Acuerdo de la OMC establece expresamente que la actuación de la OMC se guiará por los procedimientos, decisiones y prácticas del GATT. Lo mismo ocurre con el mecanismo de toma de decisiones y la estructura de los órganos de la OMC.

Las principales funciones de la Organización Mundial del Comercio:

- Llevar a cabo negociaciones comerciales multilaterales;
- Formación y asistencia técnica;
- Cooperación con otras organizaciones internacionales en materia de política comercial;
- Supervisar la política comercial y el desarrollo del comercio internacional;
- Asistencia en la resolución de conflictos comerciales;
- Seguimiento de la aplicación de los acuerdos comerciales multilaterales;

Un principio central de la Organización Mundial del Comercio es la supervisión de las políticas comerciales de los países miembros y la transparencia en el uso de la normativa de comercio exterior.

Hasta la fecha, los principales políticos y economistas creen que el sistema de comercio mundial debería atenerse a los cinco principios siguientes:

- No discriminación en el comercio.

A la hora de imponer restricciones a la importación y exportación de mercancías, ningún Estado debe discriminar a ningún otro. Es deseable que no haya discrepancias en las condiciones de venta de los productos nacionales y extranjeros en el mercado interno de cualquier Estado.

La concesión del trato de nación más favorecida se extiende al país al que se concede; la extensión de las concesiones a todos los países miembros no está sujeta a ninguna condición.

La aplicación del trato nacional es la concesión a los servicios, bienes y personas importados de un trato jurídico igual o no menos favorable que el que se aplica a los bienes producidos en el país (para las mercancías después del despacho de aduana).

– Liberalización del comercio internacional.

Negociaciones multilaterales para eliminar diversas barreras al comercio internacional y reducir los aranceles aduaneros, disminuyendo las barreras comerciales (de protección). Las barreras comerciales son factores que reducen la posibilidad de que las mercancías extranjeras entren en el mercado nacional de un país. Por ejemplo, los contingentes de importación y los aranceles aduaneros (restricciones cuantitativas a las importaciones).

– Aplicar la normativa que restringe las importaciones basándose en las normas de la OMC.

Las siguientes medidas están previstas para proteger el mercado interno cuando los países se niegan a utilizar el proteccionismo como herramienta de política comercial:

1. Restringir temporalmente las importaciones de una mercancía concreta si es probable que causen un perjuicio grave a los productores nacionales o si ya lo están haciendo.

2. Los derechos antidumping se aplican contra una fuente concreta de derechos de protección contra el dumping.

3. Los derechos compensatorios se aplican a las importaciones subvencionadas.

– Transparencia.

El sentido amplio del término significa la apertura de la información sobre las medidas reglamentarias, la falta de ambigüedad y la claridad tanto de las propias normas como de las reglas para su aplicación.

– Previsibilidad y estabilidad de la relación de intercambio.

Los inversores, las empresas extranjeras y los gobiernos no deben estar convencidos de que las condiciones comerciales (barreras no arancelarias y arancelarias) no se modificarán arbitrariamente.

– Promover la sana competencia en el comercio internacional.

Para garantizar que las empresas de diferentes países compitan en igualdad de condiciones, es necesario poner fin a las prácticas de competencia desleal, como el uso de precios de dumping (subcotización deliberada) para captar nuevos mercados.

– Preferencias comerciales internacionales para los países menos desarrollados.

Este principio contradice en cierta medida los principios antes mencionados, pero es necesario incorporar a los países periféricos subdesarrollados a la economía mundial, ya que al principio no pueden competir con los países desarrollados en igualdad de condiciones.

Así, la OMC promueve el libre comercio, luchando por la eliminación de las barreras proteccionistas.

En conclusión, cabe señalar que el desarrollo y la creciente complejidad del comercio internacional se han reflejado en la evolución de las teorías que explican las fuerzas motrices de este proceso. En el contexto actual, las diferencias en la especialización internacional sólo pueden analizarse sobre la base de la totalidad de los modelos clave de la división internacional del trabajo.

Si consideramos el comercio mundial en términos de las tendencias de su desarrollo, podemos ver un claro aumento de la integración internacional, el borrado gradual de las fronteras y la creación de varios bloques comerciales interestatales, por un lado, y por otro, la profundización de la división internacional del trabajo, la gradación de los países en industrializados y atrasados.

En este sentido, no debe subestimarse el papel de las organizaciones comerciales internacionales en el establecimiento y mantenimiento de la política comercial internacional. Al fin y al cabo, el sistema de la OMC nivela el terreno de juego para todos los participantes en el comercio internacional, limitando así la posibilidad del dictado económico de los Estados más grandes, que sería inevitable en las negociaciones bilaterales, y también contribuye a reforzar la estabilidad internacional.

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Раскрываются причины возникновения Всемирной торговой организации, ее функции, основные принципы деятельности, соответствующие изменяющимся тенденциям в мировой экономике, а также направления деятельности ВТО в рамках регулирования мировой торговли.

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VERGLEICHENDE ANALYSE DES HOCHSCHULBILDUNGSSYSTEMS AM BEISPIEL DER REPUBLIK BELARUS UND DEUTSCHLANDS

Die Hochschulbildung ist ein wesentliches Element der Entwicklung der modernen Produktionsorganisation der Region und des Landes als Ganzes. Die Hochschule bildet Lehrer, Ärzte, Ingenieure, Regierungsbeamte, Wissenschaftler aus Natur- und Sozialwissenschaften aus – kurz gesagt alle, die die Bildung potenzieller Entwicklung sicherstellen und die einen entscheidenden Einfluss auf das Leben der gesamten Gesellschaft haben.

Das Hochschulsystem sollte nicht nur das Funktionieren der bestehenden gesellschaftlichen und industriellen Beziehungen unterstützen, sondern auch Muster und Ideale des zukünftigen Lebens und der Aktivitäten der Menschen im Land bilden.

Ein wichtiger Aspekt ist, dass es zwischen Deutschland und Belarus enge zwischenuniversitäre und wissenschaftliche Beziehungen gibt. Die intensive Entwicklung dieser Beziehungen trägt nicht nur zur geografischen Nähe beider Länder bei, sondern auch zur gemeinsamen Erforschung der Geschichte.

Mehr als 25 belarussische Universitäten haben Partnerschaften mit deutschen Universitäten. Es gibt 45 Projekte der hochschulübergreifenden Zusammenarbeit. Dabei geht es nicht nur um den Austausch von Lehrkräften und Studierenden, sondern auch um gemeinsame wissenschaftliche Projekte.

Der vorliegende Artikel zielt daher darauf ab, die Ähnlichkeiten und Unterschiede in den Hochschulbildungssystemen Deutschlands und Belarus zu untersuchen.

In Belarus ist das Verhältnis von Studierenden zur Gesamtbevölkerung eines der höchsten in Europa. Die professionelle und wissenschaftliche Ausbildung der Studierenden wird sowohl von staatlichen als auch von privaten Hochschulen verschiedener Typen durchgeführt: klassische Universitäten, Fachhochschulen, Akademien, Institute und Hochschulen. Das Ausbildungsprogramm an den Hochschulen der Republik Belarus ist für 4–6 Jahre ausgelegt. Die Hochschulausbildung in der Republik Belarus ist prestigeträchtig und bleibt gleichzeitig erschwinglich. Die Einschreibung in Hochschulen erfolgt auf der Grundlage der Ergebnisse zentralisierter Tests und interner Tests im Wettbewerb. Die Form der Ausbildung kann direkt oder fern sein. Jungen Fachkräften, die eine Hochschulausbildung auf der kostenlosen Grundlage

im Direktstudium erhalten haben, wird einen Arbeitsplatz nach der erworbenen Spezialität garantiert. Die Ausbildung von Spezialisten in zwei Stufen der Hochschulbildung bietet 50 UVO, darunter sind 42 staatliche, 8 private Eigentumsformen. Es werden Fachkräfte in 15 Bildungsprofile vorbereitet, die 380 Fachrichtungen der Stufe I und 156 Fachrichtungen der Stufe II umfassen. Auf 10.000 Einwohner entfielen im Jahre 2021 273 Studenten und Masterstudenten der Hochschuleinrichtungen. Die Ausbildung der wissenschaftlichen und wissenschaftlich-pädagogischen Fachkräfte wird in der Aspirantur und Doktorantur. Alle Absolventen der akkreditierten Hochschulen verschiedener Eigentumsformen erhalten ein staatliches Diplom [1].

Deutschland ist seit langem als Wissenschafts- und Kulturzentrum anerkannt. Solche Namen berühmter Dichter, Schriftsteller, Philosophen und Persönlichkeiten des öffentlichen Lebens wie Schiller, Goethe, Schlegel, Humboldt, Kant, Hegel und andere mehr sind heute jedem bekannt. Deutschland gehört zu den europäischen Ländern, in denen die erste Universität im Mittelalter gegründet wurde. Zu den ältesten Universitäten Deutschlands gehören die Universität Heidelberg 1386 und die Universität Köln 1388. Diese Bildungseinrichtungen waren vor allem für ihre alten Universitätstraditionen und ihre klassische Ausbildung bekannt.

Seitdem ist die Zahl der Universitäten und anderen Hochschulen deutlich gewachsen (heute sind es 323) und das Hochschulausbildungssystem hat sich auch verändert. Nach wie vor nimmt die Tradition der humanitären Ausbildung einen wichtigen Platz ein, aber die technische Ausbildung steht an der ersten Stelle. Um mit der Zeit Schritt zu halten, führen Hochschulen Programme ein, die die neuesten Trends in Wissenschaft und Technologie widerspiegeln. Zu diesem Zweck werden die Lehrpläne ständig überarbeitet. Aufgrund der zunehmenden Zahl ausländischer Studierender ist es an deutschen Universitäten möglich, Englisch und Französisch zu studieren.

Das Trainingsprogramm für jede Spezialität ist in zwei Perioden unterteilt: die anfängliche und die Hauptperiode der Ausbildung. Die anfängliche Studienzeit ist in der Regel für 4 Semester ausgelegt, in denen der Student Grundkenntnisse über das gewählte Fach und die damit verbundenen Wissensgebiete erhält, die Fähigkeiten der Forschungsarbeit und der praktischen Anwendung des erworbenen Wissens entwickelt. Der Student besucht Vorlesungen, obligatorische Seminarkurse. Die Anfangsphase der Ausbildung endet mit einer Zwischen- oder Vordiplomprüfung. Weder die Zwischen- noch die Vordiplomprüfung sind Abschlussprüfungen, es werden keine beruflichen Qualifikationen nach deren Ergebnissen vergeben. Die Hauptschulzeit dauert etwa 5 Semester. In dieser Phase beschäftigt sich der Studierende mit einer ausführlicheren Untersuchung des ausgewählten Fachs und führt unabhängige Studien durch. Der Studierende wählt auch die Richtung der Spezialisierung

aus der von der Universität vorgeschlagenen Liste der Fächer aus. Die Hauptschulzeit endet mit einem Abschluss, einem akademischen Abschluss, einem Bachelor-, Master- oder einer Staatsprüfung. Das letzte Semester widmet man sich dem Schreiben einer wissenschaftlichen Arbeit oder der Vorbereitung auf Abschlussprüfungen. Der Student wählt selbst aus, ab welchem Semester er mit dem Studium beginnen soll: im Sommer oder Winter, aber meistens wird er für das Wintersemester eingestellt. Das Sommersemester an den Universitäten dauert von April bis September. Ferien – Ende Juli – September. Die Dauer des Studiums variiert je nach der Art der Universität und dem akademischen Grad [2].

„Standard-Studienzeit“, d. h. der Zeitraum, in dem man in der Regel einen vollständigen Lehrgang erwerben kann und die erste Abschlussprüfung für die Vergabe von beruflichen Qualifikationen ablegen kann, ist für viereinhalb Jahre (neun Semester) bestimmt. Nur in besonderen Fällen kann eine andere „Norm“ festgelegt werden. Sie können dann die zweite Abschlussprüfung für den Master- oder Master-Abschluss (Master oder Magistergrad) ablegen. Um diesen Abschluss zu erhalten, ist die „Standardausbildungszeit“ auf mindestens ein Jahr – maximal vier Jahre – ausgelegt. Die „Standardausbildungszeit“ für Hochschulen mit Abschluss beträgt vier Jahre. Um eine Doktorarbeit vorzubereiten und zu verteidigen, benötigt der Studierende zusätzlich zwei bis fünf Jahre. Aufgrund der Tatsache, dass das Studium an der Universität mit Forschungsaktivitäten verbunden ist, überschreiten viele Studenten die „Standard-Studienzeit“.

Als Schlussfolgerung über das deutsche Bildungssystem möchten wir folgendes betonen, dass sich das moderne deutsche Hochschulausbildungssystem deutlich vom belarussischen unterscheidet. In Deutschland wird das Prinzip der „akademischen Freiheit“ ausgerufen, wonach Freiheit nicht nur den Hochschulen in Managementfragen gewährt wird, sondern auch jedem Studierenden. In Deutschland gibt es kein strenges Ausbildungssystem im Allgemeinen. Das heißt, vieles hängt von der Eigenständigkeit, Verantwortung und Selbstdisziplin des Studierenden ab. Der Studierende der deutschen Universität besucht keinen Unterricht mit seinen Kommilitonen, erstellt jedoch gemäß der gewählten Spezialität und ihrem Lehrplan seinen Lehrplan und organisiert seine Zeit, um die allgemeinen Anforderungen für diese Spezialität zu erfüllen, die ziemlich hoch sind. Es ist auch eine wichtige Tatsache, dass die Studierenden in Deutschland viel älter sind als die Studierenden in Belarus. Das liegt daran, dass das Schulprogramm in der Schule 13 Klassen und in Belarus jeweils 11 Klassen umfasst [1].

Es gibt auch einen grundlegenden Unterschied zwischen den Regeln für die Zulassung zur Universität. Wenn es in Deutschland ausreicht, ein Reifegrad zu haben, das ausreichende Kenntnisse zeigt, um an einer Universität

eingeschrieben zu sein. In Belarus ist der zentralisierte Test ein integraler Bestandteil der Zulassung zur Universität, deren Ergebnisse das Wissen der Schüler bestimmen. Und nur erfolgreiche Ergebnisse dieses Tests ermöglichen den ehemaligen Schülern, an die Universität zu gehen [3].

Aus oben gesagten ist zu beachten, dass das Bildungssystem sowohl in Deutschland als auch in Belarus sehr produktiv ist. Das Grundgesetz über Bildung in beiden Ländern gibt jedem Bürger das Recht, seine Persönlichkeit frei zu entwickeln und nach seinen Fähigkeiten und Neigungen eine Schule, einen Studienort und einen Beruf zu wählen. Alles hängt vom Studierenden ab.

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В статье рассматриваются особенности системы университетского образования в Германии и в Республике Беларусь, а также проводится сравнительный анализ высшего образования двух стран.

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AUTHENTIC SONGS AS A MEANS OF FORMING SOCIOCULTURAL COMPETENCE

The problem of forming sociocultural competence is of particular relevance at present due to the fact that it is considered to be a necessary factor for successful intercultural communication, i. e. an adequate interaction with representatives of other cultures. Sociocultural competence is defined as “knowledge of national and cultural characteristics of the countries of the studied language, norms of verbal and non-verbal behaviour and ability to

regulate their conduct in accordance with this knowledge in real-life situations of communication” [1]. The concept of ‘sociocultural competence’ involves the ability to use specific information about nation, speech etiquette knowledge and communication technology in order to achieve mutual understanding with other culture bearers.

E. G. Azimov and A. N. Shchukin consider the content of sociocultural competence in the form of four components:

a) sociocultural knowledge (the information about the country of the studied language, customs, spiritual values and features of the mentality, which are reflected in national proverbs and sayings, phraseological units);

b) communication experience (the selection of an acceptable style of communication, correct interpretation of the phenomena of a foreign culture);

c) personal attitude to the facts of foreign culture (the ability to overcome and resolve sociocultural conflicts in the process of communication);

d) knowledge of the ways of using the language (the correct use of socially marked language units in speech in various areas of intercultural communication, susceptibility to similarities and differences between native and foreign sociocultural phenomena) [2, p. 287].

The fact that language and culture are interconnected has long been well-known in the methodology of teaching foreign languages. There are various ways to get acquainted with the national and cultural characteristics of the country of the studied language. The song is one of those ways. Using authentic songs in the learning process is a very effective technique. Academic research supports the use of music for language learning and learning in general. For example, T. Murphey shows how popular songs use simple, communicative, and conversational language that is linguistically beneficial and personally interesting to students [2]. Music and songs can add breadth and richness to learning processes and help reduce students’ anxiety. There is a strong correlation between singing, happiness, and increased cooperation. Music gives us a window into culture through which we see how people survive, adopt and live. Moreover, the conversational and emotional aspects of lyrics can help learners make personal associations with songs from other cultures. Songs can help learners become more open to learning about culture.

From the point of view of teaching a foreign language, the system of working with songs is in many ways similar to the system of working with texts and includes:

a) preparing for listening (it is necessary to study the history of the creation of the song and the biography of the performer, try to guess what the song is about by its title);

b) listening to the song and completing the task (after listening to the song, it is necessary to complete tasks, such as putting the words of the line in the

correct order, finding the right definitions of the words, connecting the parts of the lines correctly, finishing the sentences with guesses, putting the lines of the song in the correct order, inserting appropriate words, putting the verbs in the correct form, finding errors in sentences, etc.);

c) working with lyrics after listening (at this stage of the work students can ask and answer the questions on the content of the song, retell the content of the song, make up dialogues, discuss the song and the idea or problem presented in it, write a short essay on the topic, sing a song together, etc.).

Obviously, for educational purposes, it is desirable to use songs with winning lyrics that:

a) carry a large stock of information about the culture and history of the country as well as its people;

b) contain interesting ideas to become the basis for discussion alongside with useful vocabulary and various grammatical constructions, etc.

For the song to be useful in an educational process the teacher should follow certain principles. Firstly, the song must be appropriate for the age and interests of the students, their language level, as well as the curriculum. Secondly, for the development of sociocultural competence, it is important that the text should contain information about political and social life, geography and history of the country, facts about everyday life, etc.

The use of songs in the process of teaching a foreign language presents a number of opportunities for the teacher not only to form certain phonetic, lexical and grammatical skills of the students, but also their sociocultural competence. For example, by studying and comparing the lyrics of the native and target languages on the same topic, teachers can draw students' attention to differences and similarities in everyday life, nature, relationships, etc.

Let's look at specific examples of using songs in teaching. At the initial stage of learning English at school songs can be used as a phonetic exercise (for example, "ABC song", "Happy Birthday", "Clap your hands", "What is your name?", etc.). During the teaching practice at school the students of the faculty of foreign languages try to use songs to consolidate pupils' active vocabulary while studying this or that topic. Thus, the song "Hotel California" (Eagles) was used at my lessons in the 9th form while studying the topic "Drugs". The songs "Numb" and "I've got two eyes" can be useful while studying the topics "Teenagers" and "Appearance" correspondingly.

The introduction of a song can be organically related to the study of a grammatical topic. For example, songs from the movie "Love Story" can be used while introducing Present Simple, the song "I'm sitting in the morning" at the lesson devoted to Present Continuous, the song "I saw you dancing" is great for the lesson when grammar material concerning Complex Object is presented and it is impossible to imagine a lesson when Past Simple is studied without "Yesterday", etc.

An experienced teacher can search the Internet and find a lot of songs to form his pupils' sociocultural competence. "Englishman in New York" by Sting can be a good option in this field. After analyzing this song pupils can discuss the differences between the UK and the USA.

Thus, some of the advantages of using authentic songs in teaching a foreign language are as follows:

1. The song can be used to stimulate certain processes of cognitive activity. Automatism usually develops through the practice of various skills, so listening to a song repeatedly and repeating its lines often can contribute to this skill.

2. Listening to a song during the lesson provides a calm and favourable psychological atmosphere, reducing emotional stress, and properly organized work on the lyrics of a song contributes to the development of creativity and imagination, brings variety and fascination to the learning process.

3. From a linguistic point of view, songs contain phrases from colloquial English, slang and idioms. Therefore, with the help of a song, the teacher can give examples of the actual use of the language.

Here we can say that the use of songs in the classroom is an important component of the process of teaching a foreign language in order to develop the sociocultural competence of students. The song acts, on the one hand, as a genuine model of foreign speech, on the other hand, as a carrier of cultural information, therefore its use in the classroom is a necessary and interesting type of work that helps to increase students' motivation to learn a foreign language and the culture of the country of the studied language.

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В статье раскрывается актуальность проблемы формирования социокультурной компетенции на современном этапе обучения иностранному языку в средней школе и роль песни в процессе ее формирования; рассматриваются критерии отбора песенного материала для успешного их применения на уроке иностранного языка, а также практические возможности его использования для обучения аспектам языка и видам речевой деятельности.

К содержанию

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THE MECHANISM OF IRONY AS A PHENOMENON OF LANGUAGE PLAY. TRANSMISSION OF LANGUAGE PLAY IN TRANSLATION

Introduction. The development of information technology has facilitated communication between different cultures, speakers of different languages. Inter-lingual, intercultural interaction at different levels causes problems of understanding and, consequently, the need to find ways of solving them. Rather big questions arise from the increased popularity of analysing the mechanism of irony and the use of language play in various fields: literature, mass media, folklore, etc. Irony is a multifaceted phenomenon. It is the subject of study for philosophers, literary scholars and linguists. There is even such a term in modern science as “ironology” – the sphere of science that studies irony. Irony has traditionally been considered as a category of the comic. Today the term irony is used to denote a variety of phenomena when the expected and the actual state of affairs do not coincide. In singling out the principle of irony in comic terms, we can clarify that national humour (as an aspect of communication) has an ethno-cultural specificity. It is connected with the national mentality, the nationally inherent world vision and ancient traditions [3, c. 4]. Thus, the mechanism of irony as a phenomenon of language play is connected with the implementation of the category of the comic and the use of various language resources. The content of these principles is encoded, verbally expressed information. The aim is to create a comic effect [2, c. 3]. English quick jokes can help to understand a lot of linguistic phenomena and this is the subject of our research interest.

We aim to establish the role of irony and language-play as adequate correspondences and as a possible way of communicating comicism. The problem of translatability of jokes in which irony is realized through the phenomenon of language-play is also considered. Special attention is paid to the peculiarities of language-play in English jokes.

Main text. The category of the comic occupies an important place among other logical-philosophical categories and has long been on the radar of philosophers, literary scholars and linguists. But despite the abundance of works devoted to particular aspects of language-play, there is comparatively little research in modern linguistics on the translational aspects of irony as a phenomenon of language-play.

When perceiving verbal forms of comicism, the surprise factor should be taken into account. Many researchers talk about the transition from the habitual, automatic mode of using language elements to the process of their creative actualisation. The understanding of comicism is greatly facilitated by expectations, a particular emotional disposition, and an intellectual readiness for an instantaneous change of attention focus. Comicism is thus a combination of cause and effect. The cause of the comic in irony is the object, and the consequence is the perception of this object by the recipient. It should be noted that irony is often singled out as an independent form of comic along with humour and satire. On this basis we can conclude that the recipient needs to distinguish the content of the comic from its form (realisation). For this reason, we distinguish the principle of irony as a phenomenon of language play.

The notion of irony is often correlated with the speech genre of humour and is put on a par with jokes and anecdotes. The joke and the irony have some features in common: the serious nature of the statement and misrepresentation of the actual meaning. Both joke and irony will have a component of non-seriousness. However, the linguistic mechanisms of joke and irony are different. The joke has much more potential, it can do without language at all. Unlike irony, a joke does not need a specific prior context. It is worth noting that irony may or may not be present in a joke, that is, these phenomena may exist together or independently [3, c. 55].

If irony is present in a joke, the notion of translation of jokes often emerges in linguistics. An important task in translation is to convey the meaning of irony through the mechanism of language play, as this is where the comicism lies. The pragmatics of the linguistic joke is focused on the implementation of the meta-linguistic function, the transmission of the meaning of the joke precisely in terms of language. The development of the Internet and new means of communication has contributed to the “internationalization of jokes” – the direct translation of jokes from one language to another, the adaptation of jokes. This is of great interest as a source of information on national mentalities, stereotypes, etc. However, there is often a loss of ironic meaning in direct translation. In order to preserve the comic effect, a joke can be translated by means of language play (possession of a similar component, adaptation into another language) [2, c. 101].

Adaptation in translation can be used by a translator when the semantic structure of the original text cannot be rephrased in the translating language, involves replacing the subject situation of the joke. Here is an example of an English anecdote:

*“A housewife found a little live rabbit in her **Westinghouse** fridge one day. When she asked him what he was doing there, he said: ‘Just westing’. ‘Just westing?’ she queried. ‘Yes, isn’t it a westing-house?’”* [2, c. 105].

A literal translation would go like this:

«Домохозяйка заглядывает в **ХОЛОДИЛЬНИК** и обнаруживает там маленького кролика. На ее вопрос, что он там делает, кролик отвечает:

- Просто ходю.
- Просто ходишь?
- Нью да, дазве это не хододильник?» [2, с. 105].

Apparently, the joke is of Australian origin, as “Westinghouse” is a brand of Australian refrigerators, and rabbit breeding is one of Australia’s major problems. And here is an example of an adaptation of this joke:

- Ты что тут делаешь?
- К родственникам еду. В Минск.
- В смысле?
- Ну тут же написано: «Минск» [2, с. 105].

This kind of substitution only benefits the ironic meaning. When cultural adaptation is not possible, however, the chances of the joke being absorbed in new ground are slim. The existence of examples in which the ironic linguistic elements of the joke will coincide suggests the possibility of successful translation. The cases are quite rare. This is one of them:

The schoolmistress questions John, a boy with a very alert look:

- Let’s hear, John! If I say to you – **I’m beautiful, what tense is it?**
- Past time, madam [2, с. 107].

The translation will be:

Учительница спрашивает Вовочку: «**Я красивая**» – это какое время?

- Прошедшее, Мария Ивановна [2, с. 107].

The irony expressed by the polysemousness of the nouns “time” and “tense” is at the heart of creating a comic effect. The following example describes the phonetic features of English jokes. This is due to the fact that phonetic perception is almost impossible to translate. Otherwise, the comic effect would be completely lost. One more example of an ironic anecdote that defies the method of translation: “Why is England described as being a wet country? The Queen has reigned over it for decades” [1].

In this example, the comic effect is based on the characteristic homonymy of the words “reigned” and “rained”, which is only common in British English society. By analysing the above examples of jokes, we can conclude that the nature of translation difficulties containing word-play determines the choice of translation transformations and the degree of correspondence in translation.

Conclusion. In conclusion, we would like to point out that it is characteristic of the anecdote to create a vivid ironic image, a vivid picture. The structure of “international jokes” is transformed according to the norms of the genre in different folklore traditions. Various transformations in translation and adaptation are made in order to preserve the ironic meaning in different

cultures [2, с. 109]. This confirms the fact that the mechanism of irony is a phenomenon of language play. The findings of the work can be used in stylistics, translation theory, as well as taken into account when working with translation dictionaries.

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В статье анализируются образцы языковой игры, представленной в английских анекдотах. Установлено, что иронический смысл английского анекдота может быть потерян при переводе шутки на русский язык. Имеет место анализ переводческих проблем, основанных на морфологических и синтаксических преобразованиях. Ироническая адаптация анекдота есть форма языковой игры.

К содержанию