

области. В торговле Беларуси с Россией формировалось отрицательное внешнеторговое сальдо, в основном за счет покупки нефти, газа, металлов и других ресурсов.

Доля других стран СНГ, кроме России, во внешнеторговом товарообороте Беларуси в 1992 – 2002 гг. стремительно снижалась: с максимальных 25 % в 1992 г. – до 4 % в 2002 г. Затем эта доля увеличилась: с 4 % в 2002 г. – до 10 % в 2010 г., затем оставалась на уровне 9–11% до 2020 г. На страны СНГ в среднем приходилось 8–10% в товарообороте Республики Беларусь. Расширение торговых отношений Республики Беларусь со странами СНГ – важный резерв для роста внешней торговли страны, тем более, учитывая преобладание положительного внешнеторгового сальдо Беларуси с другими странами СНГ, кроме России.

На долю стран вне СНГ приходилось от 29% (1992 г.) – до 45% (2006, 2009, 2011 гг.), а в среднем 34% внешнеторгового товарооборота в год. С 2005 по 2020 г. товарооборот со странами вне СНГ, как правило, превышал 40% (кроме 2016–2017 гг.). Эти страны по величине товарооборота преобладали в первой десятке внешнеторговых партнеров Беларуси.

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I. L. Vasilyeva,  
PhD in Philosophy,  
Associate Professor,  
BSEU (Minsk)  
e-mail: Vasilyeva\_il@gmail.com  
Huang LiangWei,  
Master of Economics,  
BSEU (Minsk)

#### **IMPACT OF THE MEDIA ON CONSUMER ECONOMIC BEHAVIOR**

In the era of traditional media, the media had a direct influence on the public's thoughts, attitudes, and behaviors, and people may imitate the values and behavioral patterns shaped by the media when receiving media information. With the rise of social media, the impact of media messages on consumer perceptions has become deeper and more complex.

Social media has changed the way consumers' access information and make decisions by providing personalized content and opportunities for interaction. In addition, social media seeks to evoke fond memories of the past through nostalgic advertisements, influencing consumers' brand attitudes and purchase intentions. Nostalgic advertisements in social media can positively influence consumers' purchase intention, in which consumer persuasion only plays an intermediary role between advertising effect and purchase intention.

Meanwhile, consumers' advertising skepticism and Internet literacy may negatively modulate nostalgic advertising effects on the application of persuasive knowledge and the mediating role of purchase intention. In addition to this, the Oedipus Effect also has an impact on consumer decision-making behavior. The Oedipus Effect is a sociological and philosophical phenomenon that refers to the effect that a prophecy or belief itself has on the development of an event that is associated with

it, thus contributing to that prophecy becoming a reality and is based on an ancient Greek myth. In society, when people believe in an expectation or prediction, their behavior changes as a result, thus contributing to the fulfillment of that expectation. The key to the Oedipus Effect is that it demonstrates the interaction between prediction and reality, highlighting the self-fulfilling nature of human behavior in social phenomena.

The Oedipus effect has an important revealing power in the impact of media communication on people's economic behavior. Specifically, by reporting, predicting and commenting on certain events, the media is not only an objective presentation of the content of the phenomenon, but also a potential shaping of the public and market behavior, pushing the public's behavior in the direction of the report or prediction, thus verifying and realizing the media's initial prediction in the report.

Media coverage, analysis and commentary on the market often go beyond the function of disseminating information itself and become the main driving force in shaping public perception and behavior. Media coverage of news often carries a strong emotional orientation and predictive language, which conveys information to the public while also profoundly influencing their perceptions and behaviors.

When the media use terms such as “recession” and “rising inflation” to describe the potential risks of a crisis, consumers may reduce their spending and increase their savings due to panic, thus weakening market demand and further aggravating the downward pressure on the market. Similarly, when the media portrays positively the potential for market recovery or sector-specific growth, investors' expectations of market expectations increase, leading to greater investment, and firms increase production, thus driving up market activity. This mechanism of circular validation is typical of the Oedipus effect: initial predictions that are not entirely based on facts are then inadvertently made real by people's reactions to the information.

When the media report on a stock's trend is predicted to rise significantly, investors will often be misled by the information reported by the media, and then will easily focus on buying the stock, which will promote the stock price to get a substantial increase in a short period of time, and ultimately verify the truth of the report's prediction.

When the media reports negative news substantially, investors may divest their existing investments or reduce their market activities due to their own risk aversion, exacerbating the downward pressure on the market. In the process, the media adds a direct influence on market volatility, and its predictions are no longer a passive reflection of the facts, but become a self-fulfilling force that stimulates market sentiment and behavior.

O. A. Vashko  
PhD in Philosophy,  
Associate Professor,  
Belarus State Economic University (Minsk)  
e-mail: oksanavashko@mail.ru

## **THE PHENOMENON OF SCIENTIFIC ARGUMENTATION: VALIDATION OF THE RESEARCH RESULTS**

In scientific discourse argumentation is the most important tool, a means of communication and an essential way of the information transmission. Scientific argumentation represents a systematic process aimed at justifying theoretical assertions based on logical deductions and empirical data. Effective scientific argumentation comprises several key components and forms that are critically important for progress in the scientific domain.

The standard structure of scientific argumentation includes the following elements: thesis, evidence, logical arguments and counterarguments, conclusion.

1. Thesis represents the main assertion or hypothesis to be proved, that should be clear, specific and testable.