

In business etiquette, Americans are very punctual and get straight to the point. Canada has a thriving economy and a highly skilled workforce. The tax system is one of the most lenient, with a federal rate of 15 %, and some small businesses can pay as little as 9 %. Business meetings are held during business hours, and a democratic approach to management, trusting relationships, and respect between partners are valued.

In today's global economy, taking into account the unique characteristics of different communities is key to business success. Understanding local specifics allows companies to build long-term relationships with business partners and effectively adapt to the specific needs and expectations of consumers, thereby increasing their attractiveness and competitiveness among entrepreneurs and multinational corporations.

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IMAGE-BASED POLITICS: THE INTERPLAY OF POWER, MEDIA, AND SOCIETY IN THE DIGITAL ERA

Имиджевая политика: взаимодействие власти, медиа и общества в цифровую эпоху

In the context of globalization and the digitalization of communication processes, the formation of a political image has become a key element of interaction between government, media, and society. Modern political communication has undergone significant changes under the influence of digital technologies. As the French sociologist Jean Baudrillard noted, the struggle for power in the information society is a struggle of images, where politicians act as «information occasions». In a situation where 91.5 % of the Belarusian population aged 6 to 72 use the internet, digital platforms are becoming the

main channel for forming a political image. The purpose of the article is to analyze the interaction between government, media, and society in the context of image politics in the digital era, to identify key tools and strategies for image formation, and to assess their effectiveness using the example of the Republic of Belarus.

A political image is understood as a purposefully constructed image that is formed in the public consciousness to influence the perception of political subjects. In modern political science, there are two main approaches to studying image: a personality-oriented one, focusing on the psychological characteristics of the politician, and a marketing one, which views image as a tool for influencing social groups through advertising and communication technologies. The image performs two key functions: a value-based function, including the formation of social demand, making relationships more comfortable, and a psychotherapeutic effect; and a technological function, aimed at adaptation, emphasizing positive qualities, and organizing attention.

Digitalization has fundamentally changed the ways government and society interact. Social networks have become a powerful tool of political communication, allowing not only for the dissemination of information but also for active interaction with the audience. According to a Datareportal study, in 2025 there are 6.36 million social network users in Belarus, which is 70.5 % of the population. The most popular platforms are TikTok, Instagram, and Facebook. Belarusian government agencies actively use these platforms to form an open image. For example, the accounts of the Ministry of Emergency Situations, the State Traffic Inspectorate (GAI), and the Ministry of Internal Affairs (MVD) on TikTok gather hundreds of thousands of subscribers. Key image-forming tools include a content strategy, which involves developing a publication plan taking into account audience interests, direct interaction with the audience through responding to comments, conducting polls and live streams, as well as constant monitoring and analysis of audience reaction with subsequent adaptation of the strategy.

An analysis of the activities of Belarusian parties in forming their image shows different approaches. The «Belaya Rus» party uses a variety of tools, including organizing events, active interaction with the media, and a presence on social networks. The party's leader, Oleg Romanov, is positioned as a «leader-servant», which strengthens voters' trust. In contrast, the image of the Liberal Democratic Party of Belarus (LDPB) is built primarily around its leader, Oleg Gaidukevich. The party actively uses TikTok, where its account has 27.2 thousand subscribers, but the content is focused on the leader's personality, which can be risky in the long term. The Communist Party of Belarus (CPB), in turn, is actively present on social networks, but its image is weakly linked to a strong ideological component, and there is no active work on forming the leader's image. The most indicative example is the Republican Party of Labor and Justice (RPTJ), which minimally uses the internet for image formation, focusing on its programmatic and ideological component. It is noteworthy that, despite this, the party took second place in the number of deputies in the House of Representatives in 2024, which calls into question the unconditional necessity of an active internet presence for electoral success in the Belarusian context, where factors such as absenteeism and general disinterest in politics may play a role.

Image politics in the digital era is becoming an important element of interaction between government, media, and society. Social networks allow political subjects to interact directly with the audience, form an open image, and promptly respond to changes in public opinion. In Belarus, government agencies and political parties are actively mastering digital platforms, but the effectiveness of their use varies. The comprehensive approach demonstrated by the «Belaya Rus» party contrasts with the focus on the leader's personality in the LDPB or the weak internet activity of the RPTJ. The prospects for the development of image politics are associated with the further integration of digital technologies, the development of uniform standards for verifying the accounts of government agencies, and enhanced interaction with opinion leaders. This approach will help strengthen citizens' trust and ensure the sustainable development of political communication in the context of the ongoing digital transformation, minimizing the risks of manipulative influence and promoting constructive dialogue between the government and society.

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BERDWOTCHING ALS NACHHALTIGES REISEZIEL DES ÖKOTOURISMUS

Бердвотчинг как устойчивое направление экотуризма

Angesichts globaler ökologischer Herausforderungen und wachsendem Interesse an einer nachhaltigen Lebensweise wird der Ökotourismus zu einem immer wichtigeren Ziel der Tourismusbranche. Eine der markantesten Formen des Ökotourismus ist die Vogelbeobachtung in ihrem natürlichen Lebensraum. Es ist nicht nur ein Hobby, sondern auch ein wichtiges Instrument zur Erhaltung der Artenvielfalt, zur Entwicklung ländlicher Gebiete und zur Bildung einer ökologischen Kultur. Das Ziel dieser Arbeit ist es, am Beispiel der Republik Belarus und Deutschlands nachvollzuziehen, wie sich das Birdwotching von einer Nischen-Begeisterung in ein vollwertiges touristisches Produkt mit wirtschaftlichem und Naturschutzpotenzial verwandelt.

Belarus hat einzigartige natürliche Bedingungen für die Entwicklung von Birdwotching. In seinem Gebiet leben etwa 330 Vogelarten, darunter 60 % der weltweiten