

Именно принцип синхронизации лежит в основе диспетчеризации всех процессов.

Конкурентные преимущества также основаны на времени, точнее на сокращении периода от идеи до ее коммерциализации. Скорость является конкурентным преимуществом в борьбе за потребителя по ряду причин. Во-первых, конкурентное преимущество не является вечным, его постоянно нужно обновлять и увеличивать. Во-вторых, многие производители уверены в отсутствии необходимости предсказывать будущее — затраты на это всегда выше, чем издержки от риска непросчитанного вброса товара на рынок. В-третьих, укорачивается жизненный цикл товара, и затраты на его продление всегда превышают таковые на вывод новых или обновленных товаров на рынок. В-четвертых, значимости фактора времени способствует усиление конкуренции на растущих рынках.

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**TECHNOLOGY TRANSFER CENTERS AND REGIONAL
MASS MEDIA IN THE INNOVATION PROJECT
OF THE REPUBLIC OF BELARUS**

**ЦЕНТРЫ ТРАНСФЕРА ТЕХНОЛОГИЙ И РЕГИОНАЛЬНЫЕ
СМИ В ИННОВАЦИОННОМ ПРОЕКТЕ
РЕСПУБЛИКИ БЕЛАРУСЬ**

Рассматриваются предпосылки создания информационных центров при региональных центрах трансфера технологий, а также необходимость регулярного трансфера информации из инновационной инфраструктуры в СМИ и общество.

Innovation information climate in regional communication implies a mechanism that integrates the resources of scientific discoveries, technological development, and the sphere of their introduction into mass production through Mass Media (MM) with the citizens to whom the product of innovation activity (IA) is ultimately addressed. Technology transfer centers (TTC) are responsible for the segment of information dissemination in innovation infrastructure. Information about innovation in this case is open, but often is sent to a narrow group of «readers» (investor, enterprise, research organization), that's why contains a specific vocabulary. Absence of experts' comments, illustrations, statistics and scientific style hamper journalists' work with the material to create a journalistic text. Modern regional Belarusian MM within the framework of IA are a platform able to reveal to the public the essence of research-and-production process

in terms of the formation and strengthening of the economy of knowledge in Belarus. There is a need for creating a service of adapting such information for a beginner user in the structures of regional TTC, let's call it a media centre. TTCs are affiliates of the national TTC, they all work with the projects of State Programme of Innovation Development (SPID). The communication of regional TTC with MM will help to strengthen the position of innovation strategies of SPID on the meso level, forming innovative consciousness among citizens in the concrete region.

Regional MM are a special segment in the national media landscape that creates real detailed information picture in a particular economic-administrative region. The data bank of promising scientific and technological ideas and projects, which operates on the basis of the State Committee for science and technologies of the Republic of Belarus (www.belarus-project.by) has been analyzed to measure the communication links of regional MM with innovation infrastructure. In the tab «Investment offers» for Brest and Brest region there placed 107 such proposals. The frequency of updating the site indicates the dates of the publication of recent investment announcements: most of them are dated back to the year 2011 that makes these proposals in 2013 year out-of-date, according to the classical rules of expediency in journalism.

The major challenges facing the media centers in the structure of regional TTCs are collecting, processing, sorting information; providing access to databases by MM through regular newsletters of relevant messages about innovations to representatives of regional MM; timely updating of the TTC Internet pages, as well as provide feedback to maintain statistics on the quantitative and qualitative characteristics of information products and their distribution in the regional MM. For the successful structuring and functioning of the media centers in the structure of the TTC there offered the following selection criteria of innovation to further disseminate information about them in MM: socio-economic necessity, ideological expediency, the uniqueness of the proposal on the world market, simple structure, fast financial returns, the opportunity to improve the design, versatility, ability to reuse information on this and other TTCs. Software available to TTC will outline data, quickly find the requested information, identify facts asked by journalists, which might be interesting to the public, clearly respond to ongoing public inquiries, assess the effectiveness of journalistic jobs, establish new business contacts, and define the thematic spectrum of contributing to the formation of innovative consciousness in a regional audience. Media centers should be understood as a resource contributing to the quality of innovation development of the country, actively involved in the formation of a new type of citizens' consciousness.