

in the 1960s-70s heralded a heightened sensitivity to the biases built into the language, particularly among women and blacks.

Political correctness is a strong language tendency in the modern world, introduced in 1975 by Karen de Crow, the president of the National Organization for Women. The main idea is to find new ways of expressing thoughts without discrimination against sex, race, age, social state and personal appearance.

There is nothing wrong with trying to rid the language of racist, sexist, and other patently offensive terms — the use of which is a reflection on the user. Political correctness resulted in the elimination of many otherwise accurate and descriptive words. The pronouns "he" and "his", traditionally used to cover both males and females, were replaced with he/she, s/he, and his/hers, or, to avoid clumsiness, with plural they/there, as in everyone is entitled to their own opinion.

Feminists were among the first to zero in on job titles, which were rife with gender — enders (sex-biased suffixes). In cases where the title used for men was regarded, however incorrectly, as gender-neutral (for example actor, author), use of the feminine form (actress, authoress) was spurned.

Personal appearance has always been a sensitive issue for Americans, who have nonetheless been quick to come up with colorful descriptive words for those who depart from generally accepted standards. Political correctness dictates that people who are fat or obese be referred to as full-figured, big-boned, or different sized.

PC terminology can be amusing as well as amazing. The goal always is to avoid the merest suggestion of any bias, opprobrium, superiority, particular world view or attitude, of assignment of individual responsibility for what once considered undesirable traits.

Still, some proponents of political correctness had gone to the extreme of insisting on hypersensitive new usages to replace long-established terms, inviting both consternation and ridicule from the general population.

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**SCIENTIFIC AND TECHNICAL POLICY IS THE
MECHANISM OF STEADY ECONOMIC DEVELOPMENT
НАУЧНО-ТЕХНИЧЕСКАЯ ПОЛИТИКА КАК
МЕХАНИЗМ УСТОЙЧИВОГО РАЗВИТИЯ
НАЦИОНАЛЬНОЙ ЭКОНОМИКИ**

Успешное решение стратегических задач ускорения экономического и социального развития Республики Беларусь, перевода экономики на инновационный путь напрямую зависит от эффективности процессов

трансформации научных знаний в инновации и их коммерциализации, от степени инновационной восприимчивости основных отраслей хозяйственного комплекса страны. В Республике Беларусь в научно-технической сфере продолжают преобразования в системе организации и управления исследованиями и разработками, направленные на повышение результативности науки, а также дальнейшее совершенствование государственной научно-технической политики.

Nowadays one of the main elements that determines economic growth is the introduction of science achievements into national economy.

Hence in Belarus significant efforts are made to improve the management of scientific and technical sphere, adoption of innovations in the national economy, and coordination of different stages of creating and organizing the output of new products.

According to the instructions of Head of State, the Committee on Science and Technology at the Council of Ministers of the Republic of Belarus (CST) and the National Academy of Sciences of Belarus have been gradually implementing comprehensive measures on organizational and economic regulation of research, scientific and technical innovation activities and protection of intellectual property rights.

The effectiveness of researches carried out within state programmes of fundamental and target fundamental researches (SPFRs) are still increasing.

But on the other hand the science intensity of GDP in Belarus in 2005 made up 0,69 % (compared to 2,13 % in 1990). This fact complicates the task to reach the 1,8% level of the GDP science intensity in 2007—2014, as it was envisaged by the Programme of Social and Economic Development of the Republic of Belarus.

The personnel policy was improved in 2005, with the main goal oriented not only to increase the number of researchers, but also to improve their professional skills. However, a significant reduction in the number of professionals (for the period from 1990 to 2004 became 17,9 from 59,4 thousand people) engaged in research and development shows the inadequacy of measures intended to develop the scientific capacity of the country.

Referring to the concept of Innovation Policy of the Republic of Belarus for 2003—2007, which is aimed at further enhancement of the efficiency and the level of fundamental research and development, the NAS of Belarus together with other government customers of programmes and the Council for Coordination of Fundamental and Applied Research should:

- develop and approve governmental programmes of fundamental research and of a targeted fundamental and applied research;
- ensure development of the draft List of Governmental Programmes of Applied Research in natural and technical sciences, the humanities and social sciences for 2003—2007;
- analyze the efficiency of public funds allocated to research institutions and higher educational establishments to implement programmes of fundamental and applied research.

The analysis of the current situation in science and its impact on the innovation processes in the economy of Belarus confirms a particular importance of domestic research and development not only for acquisition and use of new knowledge, but also for achievement of an up-to-date level of production for further development of science and increase of innovation activity in all spheres of the economy.

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AUCTIONS, OR HOW TO MAKE MONEY ON ART АУКЦИОНЫ, ИЛИ КАК ЗАРАБОТАТЬ ДЕНЬГИ НА ИСКУССТВЕ

Наверняка многие слышали о различного вида аукционах, но немногие знают, как они проходят и уж совсем немногие принимали в них участие. В нашей работе мы бы хотели рассмотреть поподробнее стратегии проведения наиболее известных в мире аукционов, проследить историю некоторых произведений искусства, в свое время проданных на аукционах, а также отметить культурологические особенности аукционов, проводимых в разных странах.

As a rule, the procedure of buying things is very simple. People just purchase them in shops or at markets. But there are some items that claim some special attention to themselves & that can not just be bought in stores. These are mainly different pieces of art: paintings, sculptures, musical instruments as well as antique furniture, special things that once belonged to famous people, etc. The only way you can get hold of them is to buy them by auction.

Generally speaking, an Art Auction is the practice of buying and selling various pieces of art by putting them up for bidding. Bids are taken and then the item is sold to the highest bidder. This practice can be traced as far back as 500 B.C.

An auction is also the most comprehensive method of determining the value of an item. Through ages many valuable pieces of art have found their due price in different auction houses. From Reynolds's "Lady Betty Delmi" which was auctioned for 11,000 gns in 1894 to the Portrait of Dr. Gachet by Vincent Van Gogh which was sold for \$82.5 million at Christie's, New York, in 1990, auctions are indeed the best way to sell paintings.

Auction houses do prove to be the best evaluators of art. Some of the world's most popular auction houses include Christie's, Sotheby's, Lyon & Turnbull and Bonhams. Nowadays the Internet auctions are also becoming very popular. The best-known on-line auction is Ebay.

One of the striking points about auctions is that they represent a mixture of business and art. It doesn't necessarily mean buying and selling valuable goods, but the auctioneering itself is of high significance. There