

L'enfance n'est plus un territoire sacre. Les jeunes de quatre a douze ans sont devenus des cibles. Des consommateurs a fideliser, a convaincre, a manipuler. Ils representent une force de persuasion sans limite sur leurs parents et eux-memes commencent leurs emplettes avant l'age de 10 ans. On savait que le marketing et ses tentacules visaient de plus en plus jeunes. Mais depuis un peu plus d'un an, les compagnies enfoncent l'accelerateur. Il n'y a aucun tabou, ce marche de 600 milliards USD est devenu trop allechant pour s'en priver.

Toucher par la bande les parents et leur pouvoir d'achat est souvent l'objectif des compagnies, bien avant l'enfant lui-meme. Les gamins possedent une enorme influence sur ce qui est consomme a la maison. Une etude du Crioc, en Belgique, conclut que 84 % des produits achetes a l'epicerie sont directement relies au gout ou a la demande des enfants.

Au Canada une recherche de la Texas A&M University conclut que les 4—12 ans necessitent des depenses directes de 30 milliards \$US par annee. Une goutte d'eau par rapport aux 600 milliards \$US que les enfants contribuent a orienter.

Les compagnies cherchent egalement a fideliser le futur acheteur, puisque les deux tiers des produits consommes durant l'enfance le seront aussi a l'age adulte.

Rien ne semble plus arreter les compagnies dans leur marche de seduction vers ces «cibles marketing». Dans tous les domaines, ca va se poursuivre a l'infini. La quantite de publicite et de marketing dirigee vers les enfants va croitre rapidement.

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POLITICAL CORRECTNESS IN THE AMERICAN BUSINESS COMMUNICATION ПОЛИТИЧЕСКАЯ КОРРЕКТНОСТЬ В АМЕРИКАНСКОМ ДЕЛОВОМ ОБЩЕНИИ

Более 20 лет назад в Америке родилась тенденция политической корректности. Она требует убрать из языка все «некорректные» слова, которые задевают чувства людей, ущемляют их достоинства. Данное движение не имеет равных по размаху и используется как средство коммуникации представителями разных народов и рас. Наиболее ощутимо влияние политической корректности на лексический состав языка, особенно на грамматическую категорию рода. Это приводит к появлению большого количества неологизмов. В настоящее время политическая корректность составляет главный стержень идеологии американского государства.

Trying to police the language is an American tradition. The arrival of the civil rights movement in the 1950s and 60s and the women's movement

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
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НАЦИОНАЛЬНОЙ ЭКОНОМИКИ**

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