

Секция 4.

The world in the 21 century: Cultural, social and economic issues

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MUSIC IS IN DANGER

The music downloading phenomenon is widely spread throughout the world. The Recording Industry Association of America (RIAA) is extremely concerned about illegal downloading from the Internet (www.riaa.com). The RIAA believes that decreasing CD sales are caused directly by illegal downloading. As a result, the RIAA began using controversial methods in an attempt to combat the problem – it has been pursuing lawsuits against average citizens who, as it believes, have obtained music through illegal downloading. The RIAA blames these music “pirates” for the losses incurred by the RIAA and its members. However, a close look at the facts tells us quite a different story and indicates that the methods used by the RIAA to combat illegal downloading are not solving their problem.

When a movie or a song is produced and marketed, everyone involved in the process has monetary gains from the sale of that product. Therefore, that product is protected by copyright law so that it cannot be copied, reproduced or resold without the copyright-holder’s permission. If users haven’t paid for a song, movie or other media file that has a copyright, then downloading that file is a crime. Likewise, distributing a copyrighted media file, whether via electronic or non-electronic methods, without the express permission of the copyright holder is also illegal.

The security risks of downloading unlicensed music have been well-publicized, but awareness of them still appears low. Many governments are currently considering methods to curb illegal music downloading.

This model seems to be quite useful, as most downloaders curb their illegal activity after a single warning. But across the world, many people prefer a different

solution to music downloading: finding legal avenues to access music over the Internet.

One of the most popular of these sites is iTunes, which allows users to download single songs on demand, at the rate of ninety nine cents a song, with a discount for buying entire albums. This service has proved to be hugely popular. With legal music available affordably and easily, the demand for illegal downloading has dropped dramatically.

The Institute for Policy Innovation estimated that as a result of music piracy over \$12 billion is lost annually in the U.S. alone. The U.S. workers lose \$2.7 billion per year.

95% of music available online is downloaded illegally, according to the report by the International Federation of the Phonographic Industry (USA Today, 17.05.12). Despite a record growth in digital music sales last year, and an industry that has "transformed its business models", the report says the majority of music is downloaded for free with no payments made to artists.

Music companies need to stop resisting and accept that illegal downloading is a fact of the 21st-century life, according to a new study by music rights holders. Researchers analyzed the downloading of Radiohead's album «In Rainbows» – which was made freely available through an official website – and found that a majority of fans still pirated the music: even when the price approached zero, people were more likely to use PirateBay than to break their habit.

People who illegally download music from the Internet also spend more money on music than anyone else, according to a new study. A survey in Great Britain (BBC News, 31.01.2011) found that those who admit illegally downloading music spent an average of £77 a year on music – £33 more than those who claim that they never download music dishonestly.

So, with a better understanding of the history of downloading music, it is possible to forecast a bright future for music on the Internet. Sites such as iTunes have shown that people are willing to pay for music downloads, if the fees are reasonable and the content is immediately available.

This is an exciting time for the music sector – people continue to produce great music, with a huge home fan base and internationally renowned artists. But all this is put in jeopardy by rampant illegal downloading, as are careers for young people who would like to work in the area of music in the future. If music industry could crack this nut, then the future for the world music would be very exciting.

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NOOTROPICS – EFFECTIVE DRUGS OR BRAIN DOPING?

Nootropics, also referred to as smart drugs, cognitive enhancers, memory enhancers, neuro enhancers and intelligence enhancers are pharmaceuticals, supplements, nutraceuticals, and functional foods which are invented to improve mental capacities such as concentration, memory, intelligence, motivation, attention, cognition.

The phrase nootropic was coined in 1964 by the Dr. Corneliu E. Giurgea, taken from the Greek words *nous*, or "mind," and *trepein* meaning "to bend/turn".

Nootropics are thought to work by altering the availability of the brain's supply of neurochemicals (neurotransmitters, enzymes, and hormones), by improving the brain's oxygen supply, or by stimulating nerve growth.

When one first hears about nootropics a lot of questions occur. Are nootropics safe? Do they really work? Where are the studies?

Today's science is yesterday's myth. But don't expect instant super intelligence when taking nootropics; expect a slow curve of progression and improvement. Some individuals never observe a change at all. For others it makes a considerable effect. There are even individuals who say nootropics changed their lives.

The mind is said to be the most complex machine known to human beings. So we have to be extremely careful with it. It is disturbing to consider that if you endure to become Eighty-five decades of age, you have over a 50 percent possibility of suffering Alzheimer's. If this happens, you will spend your very last days in a state of anxiety, misunderstandings, and pain. Most of nootropics were invented to lower the