

the use of sensible medication – "nootropics" – to enhance educational efficiency is increasing.

To nootropic or not to nootropic – that is the question...

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IS INTERNET IN BELARUS A LUXURY?

Every day the so-called World Wide Web catches more and more people in its cyber world. Throughout world history, technology has fostered change in human society but never at such a rapid pace as the changes today.

Internet has become an important political, social, cultural and economic factor in our today's globalized world. Together with new communication technologies it is able to accelerate cultural and socio-political changes in societies. Internet access is also a condition for attracting investments, hi-tech development and services market growth in such transforming countries as Belarus.

In Belarus Internet was considered to be a luxury 10 years ago. Mainly students and IT-workers used it at that time. It started to be more accessible but remained yet expensive 5 years ago. The rates on Internet in Belarus significantly exceeded (in 2-3 times) the prices in the neighboring countries (Russia, Poland, Ukraine and Lithuania). Furthermore Internet providing services were paid according to traffic (depending on how many Megabytes were transmitted by a client). High price and by-traffic-rating hindered the popularity of web-services in Belarus. Only a small percentage of state-owned and private businesses could afford a permanent Internet access. Office workers in the private sector joined the students and IT-men as Internet users but people's main source of information was still state TV at that time.

Radical changes took place a couple of years ago when the Belarusian government liberalized the Internet market and the state Internet-provider Beltelecom set damping prices for Internet services, cheap and unlimited tariffs were introduced. As a result, the number of Internet users in Belarus currently exceeds 3.5 million people (in the country with 9.5 million of population). Belarusians started to check

email and read text-news as well as to upload and watch video, communicate through social networks. We can find almost all office workers, students, youth, self-occupied persons among Internet users in 2012.

Thus, the amount of Internet users in Belarus is sufficient enough for Internet to become an important factor of public opinion change and future transformations within the society.

Undoubtedly, the Internet as a technological phenomenon has some serious drawbacks. Those include, first of all, spamming and a threat of receiving computer viruses, loss of important personal information of Internet users, as well as Internet addiction and various concerns connected with children using the Internet. People, who often chat in the Internet, become reserved and antisocial. They just live in a cyber-world with the fear of getting out their shell. It's a great problem nowadays, indeed.

It goes without saying, that the quality of the Internet connection in our country is not very good. Every time there are drawbacks when you load some web-pages; and the speed of the signal is also not high enough. The amount of the search systems should grow.

So, there are a lot of things to be done to improve the Internet in Belarus. To my mind, despite all the technical moments, people should understand the necessity of it. Our society is rather conservative in comparison with the western neighbors and we can't get used to apply the possibilities of the web on everyday practice. So in one word there are no limits for progress and improvement.

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EXPLICIT CONTENT ON TV

Nowadays, television is one of the most powerful and influential in industries in the world. Alongside music and cinematographic industries, it turns over billions of dollars daily. Global lobbyism, world-known celebrities' involvement, aggressive marketing policies, massive advertising campaigns — that's what modern-day