

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

broadcasting giants are associated with. It's a cutthroat environment with high as ever stakes and acute rivalry with the goal to attract to blue screens the maximum number of us. And in pursuit of ratings and popularity, TV companies don't shun using all means available. TV series with intricate plots, more and more diverse reality shows, burning reporters' explorations make TV air vivid, interesting and help attract huge investments. But isn't it that at times they go over the edge?

Profanity, strong language, sex, violence, nudity, drug use — is there anything left outside our TV sets? As an example, we can quote statistics and state that by age 18, a U.S. youth will have seen 16,000 simulated murders and 200,000 acts of violence. Of course, tastes differ, and artists (including scriptwriters, singers, directors) never like being closeted inside limits. However, there are plenty of instances when a viewer doesn't want to see explicit images on television. That's why rating systems for television content exist. They give viewers an idea of the suitability of a television program for children or adults. Many countries have their own television rating system and each country's rating process may differ due to local priorities. Often a rating system's existence implies the presence of the watershed in a country's broadcasting. A watershed is the time before which television broadcasters have agreed not to show programs unsuitable for children. Parental control is probably the main cause behind its introduction. In a national survey in the USA by Public Agenda about 90% of parents say TV programs are getting worse every year because of bad language and adult themes in shows. Is it so? Over 1000 studies attest to a causal connection between media violence and aggressive behavior in some children. Studies show that the more "real-life" violence is portrayed, the greater the likelihood that it will be "learned" is. It suggests that if children watch developing and educating programs, kind cartoons and films, they'll be likely to imitate this kind of behavior. Reducing the amount of time grade-school children spend watching television can make them less aggressive toward their peers.

Nevertheless, children still will be watching TV even if in small amounts. Pop singer Rihanna is quoted to say, 'What's up with everybody wanting me to be a

parent [to their children]? ... It's your job to make sure your children don't [pick up bad things from music videos]'.

However, even though content rating systems are socially approved worldwide, Belarusian television lacks one. Is it so because this problem is not burning? Or because nothing controversial is broadcast in Belarus? To our mind, obviously, no. The problem of our nation's population being exposed to something they may not find acceptable is vital and needs as quick a solution as possible. The first, the most efficient and the easiest step in this case is the introduction of television content rating system in the country. An authority, responsible for ranging and rating of the shows, must be created in order to keep our television up to the world standards.

Judging by the other countries' experiences, enhancing our broadcasting with a content rating system will prove itself a useful and appraisable solution. The state's networks will be more adapted to the actual situation on TV market and this improvement is sure to lead to a decrease in population's dissatisfaction with the television.

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THE GLOBAL HUNGER: CAN WE FEED THE WORLD?

The world is facing a hunger crisis unlike anything it has seen in more than 50 years. Today 925 million people suffer from starvation. This means, that one out of seven people doesn't have enough food to be healthy and lead an active lifestyle. It is a crisis with devastating and far-reaching effects. Hunger and malnutrition are even a greater risk for the health of people than AIDS, malaria and tuberculosis combined.

According to the United Nations, between 13 and 18 million men, women and children throughout the universe die of hunger or hunger-related causes each year. It is 25,000 people every day.

Several population groups are especially vulnerable to hunger. These are children, rural inhabitants and slum dwellers.