

people are recognized as unemployed who are able-bodied, in an able-bodied age, constantly live on the territory of the country, don't work, don't do business, don't study at university in day time, don't serve in the army, are registered in the government employment service. Thus it is apparent that our official statistics registers the number of unemployed on the basis of information of employment service that makes calculations of a real number of unemployed much more difficult.

This situation could be avoided if calculations of the number of unemployed are carried out with the help of the surveys of the labour force as it usually takes place in developed countries. As a rule these surveys use the definition accepted by the International Labour Organization (ILO): an unemployed is a person who doesn't have work, looked for work in the near past and will be able to work when the job is found.

The great number of unemployed young people can be explained by serious problems in our system of education. Nowadays in Belarus the problem of disparity between training of specialists and the needs of the economy stands sharp enough. As a result proportions between supply and demand on the labour market are broken. We can't but mention that the leading role in this situation has been played by non-state universities which, as a rule, provide students with prestigious specialities which are not completely used in the economy.

Fortunately, Belarusian government realizes the urgency of the problem of youth unemployment and recently several steps have been made in order to eliminate this phenomenon. Basic programs, which can help to reduce an unemployment rate among young people, are «Youth of Belarus» and «Youth Practice». Within the frameworks of these programs 145 thousand of young people were provided with jobs during the year 2005.

So the government should lay an emphasis on the improvement of the dialog between educational establishments and consumers of the labour force. It is necessary to continue the improvement of the programs of career-guidance, improve employment programs and develop new solutions to the problem taking into consideration national features of the Republic of Belarus, because there are no universal formulas for overcoming youth unemployment.

*Н.В. Хатеева*  
БГЭУ (Минск)

## **DE L'ENFANT-ROI A L'ENFANT-PROIE РЕБЕНОК-ЦАРЬ — РЕБЕНОК-ЖЕРТВА**

В данном докладе повествуется о тенденции в маркетинговой политике компаний, достаточно распространенной в последнее время, а точнее — о том, как политика предприятий направлена на совершенно новую категорию потребителей — на детей.

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.

*Н.А. Чернявская*  
БГЭУ (Минск)

## **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