

In conclusion it should be said that there is no doubt that the Internet opens a new era of culture and changes deeply our relationship to reading, learning and receiving information. Moreover it influences the political opinions and can be used to attract people to politics. But maybe the greatest role of the internet is to provide the citizens an access to alternative sources of information, an ability of information exchange and exchange of opinions. However, the liberty of using Internet is not enough to create the global liberty. But the freedom of expression is a base of all the other rights. Voltaire said that without the liberty of expression there is no free nation. So the defense of the fundamental freedoms and the human rights should become the priority of the Internet governance and this is up to every citizen.

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#### YOGA IN MODERN LIFE: PRACTICAL EXPERIENCE

Modern trends of civilization development encourage people's interest in their own personalities, in their physical, mental, social and spiritual health. Numerous methods of human development, once hidden from a layman, become widespread. Yoga is one of them. So what is yoga practice in modern life: the spiritual path or equipment to maintain good physical and mental health? How is it applied to the Western man?

As a complete system of spiritual and physical practice yoga was formed about 3000 years ago. It included the following stages: yama (self-control and self-restraint), niyama (strict compliance), asanas (yogic postures that were only three at that time: practice in standing, sitting and lying positions), pranayama (breath control), Pratyahara (sense organs control and diversion), dharana (concentration), dhyana (meditation) and samadhi (conscious focusing). This is what is known as Raja yoga, and is a traditional way.

Hatha Yoga was formed about 500-600 years ago for the purpose of Raja Yoga, and included a small number of asanas. It is considered to develop and strengthen the body and the nervous system in particular, to develop the brain's

ability to mental exercises and body adaptation. Every person chooses here what is suitable for him at the moment, according to his purposes and inclinations: more statics or dynamics, power or flexibility, "ha" (solar, masculine, energetic) and "tha" (moon, female, soft). Every yoga teacher also goes his own way, sometimes giving it a name. So there are a lot of styles and schools of yoga. Among the most famous schools are: Iyengar Yoga, AshtangaVinyasa Yoga, Yoga 23, Sivananda Yoga, etc.

The practice based on the synthesis of knowledge gained from the followers of existing and actively functioning yogic traditions with profound understanding of human physiology and biochemistry, of the processes in the human body during practice, their further impact on physical and mental health, understanding of methods for harmonization of human condition, selecting practices for healthy and diseased conditions, is becoming increasingly popular. These trainings include the following stages: dynamic, static, and stage of basic psychophysical training. The dynamic part is designed to "turn on" the body's operating mode, static - to develop mechanisms of the organism's general adaptation in the practice of yoga, and the basic psychophysical training increases the efficiency and control of mental processes, increases the vitality by optimizing neural processes. The effect of even basic techniques is very substantial.

And why our country's citizens are turning to yoga practice? This survey was conducted by the Belarusian portal *yoga.by.info*. And they've got the following answers to the question about motivation: back pain healing, health and physical development, relaxation, way of self-realization.

During the practice people find new reasons: desire to join the spiritual aspects of yoga, special balanced meditative state of consciousness that is becoming a way of life, change of the attitude towards life, greater awareness of their actions.

Besides, according to personal experience, for some practitioners the impulse to turn to yoga is a strong internal intention to follow the path of the Spirit, and yoga is a possible tool to achieve this purpose. This was what my own practice started with when by working on the body and basic psychophysical meditation techniques I elaborated my personality and prepared myself to a state that allows a deeper

immersion into practice, when it becomes not just a hobby, but a way of life. At the same time the adaptation and modification connected with the modern lifestyle took place, as well as the integration of classical principles of "well-ments" into one's life.

Thus, I've tried to reveal what yoga is for today's Western people. It's up to your will which point of view to accept, and whether to accept any at all. However, it might be yoga that will do more than just improve your physical and mental state. It might be yoga that will bring new goals, milestones and awesome experiences into your life.

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### STATE-OWNED OR PRIVATE PHARMACY? (COMPARATIVE ANALYSIS)

Pharmacy consumer's behavior is affected by three groups of factors:

- 1) internal factors, which include evaluation of consumers' behavior by consumers themselves;
- 2) external factors, such as income, demographic characteristics and status position;
- 3) requirements for pharmacies themselves: the location, design, image.

Let's examine if these factors really work and then try to determine which of the two presented pharmacies is the more preferable for consumers.

My findings show that mainly the private pharmacy meets the consumers' needs in a proper way, so the purpose of this paper is to prove these results.

Firstly, I will characterize pharmacies. Secondly, I'll show the results of my comparative analysis. Thirdly, the table "Standard medicine chest" will be examined. And finally, a conclusion will be made.

A pharmacy is an institution where medicines are stored, prepared and served. Pharmacies can be public or private. They differ in the approaches to a customer care. To prove that, let's examine the situation in Minsk (Serebryanka district) according to the following criteria: