

Работа посвящена процессу создания брэнда. Рассмотрена важность грамотного брэндинга в деятельности фирмы. Выделены несколько подходов к этому процессу, проанализированы его выгоды и возникающие проблемы, предложены некоторые пути их решения. Также уделено внимание проблеме сохранения брэндового преимущества фирмы в жестких условиях рынка.

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## SLANG AND YOUTH SUBCULTURES

### СЛЕНГ И МОЛОДЕЖНЫЕ СУБКУЛЬТУРЫ

Slang, informal, nonstandard words and phrases, generally shorter lived than the expressions of ordinary colloquial speech, and typically formed by creative, often witty juxtapositions of words or images. Slang can be contrasted with jargon (technical language of occupational or other groups) and with argot or cant (secret vocabulary of underworld groups), but the borderlines separating these categories from slang are greatly blurred, and some writers use the terms cant, argot, and jargon in a general way to include all the foregoing meanings.

Slang tends to originate in subcultures within a society. Occupational groups are prominent originators of both jargon and slang; other groups creating slang include the armed forces, teenagers, racial minorities, ghetto residents, labor unions, citizens-band radiobroadcasters, sports groups, drug addicts, criminals, and even religious denominations. Slang expressions often embody attitudes and values of group members. They may thus contribute to a sense of group identity and may convey to the listener information about the speaker's background. Before an apt expression becomes slang, however, it must be widely adopted by members of the subculture. At this point slang and jargon overlap greatly. If the subculture has enough contact with the mainstream culture, its figures of speech become slang expressions known to the whole society. Slang is thus generally not tied to any geographic region within a country.

A slang expression may suddenly become widely used and as quickly dated. It may become accepted as standard speech, either in its original slang meaning or with an altered, possibly tamed meaning. Some expressions have persisted for centuries as slang. In the 20th century, mass media and rapid travel have speeded up both the circulation and the demise of slang terms. Television and novels have turned criminal cant into slang.

In some cases slang may provide a needed name for an object or action, or it may offer an emotional outlet or a satirical or patronizing reference. It may provide euphemisms, and it may allow its user to create a shock effect by using a pungent slang expression in an unexpected context.

Slang expressions are created by the same processes that affect ordinary speech. Expressions may take form as metaphors, similes, and other figures of speech. Words may acquire new meanings. A narrow meaning may become generalized or vice-versa. Words may be clipped, or abbreviated. A foreign suffix may be added and foreign words adopted.

Slang is one of the vehicles through which languages change and become renewed, and its vigor and color enrich daily speech. Although it has gained respectability in the 20th century, in the past it was often loudly condemned as vulgar. Nevertheless, Shakespeare brought into acceptable usage such slang terms as hubbub, to bump, and to dwindle, and 20th-century writers have used slang brilliantly to convey character and ambience. Slang appears at all times and in all languages.

"Subcultures are meaning systems, modes of expression or life styles developed by groups in subordinate structural positions in response to dominant meaning systems, and which reflect their attempt to solve structural contradictions rising from the wider societal context".

Современный мир характеризуется довольно сильной степенью влияния молодежной культуры на развитие и прогресс культуры всеобщей. Неотъемлемой частью молодежных культур всего мира является сленг — язык молодежи, который, в свою очередь, формируется под влиянием большого количества так называемых субкультур. Об их взаимосвязи и пойдет речь.

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## THE ROLE OF IDEOLOGICAL MOTIVATION IN MODERN MANAGEMENT

### РОЛЬ ИДЕОЛОГИЧЕСКОЙ МОТИВАЦИИ В СОВРЕМЕННОМ МЕНЕДЖМЕНТЕ

The existing theories of motivation account for the factors that encourage and discourage staff to work efficiently. According to them, human needs may be classified and attached to one group or another. Nevertheless one basic category of motivators that is not paid much attention to in traditional managerial practice is really becoming a decisive factor in the process of organizing efficient personnel activity and achievement of set goals.

Nowadays there is a great global concern about terrorism and a lot of research is being done into the phenomenon, including its socioeconomic aspects. An extensive net of terrorist organizations all over the world appears to have a rather vigorous financial structure, though absolutely incomparable with possibilities of developed industrial countries. Not a