

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

single prominent financial oligarch in the world can tell you the value of the most precious thing — man's life. Meanwhile a lot of people of different ages and social positions are ready to sacrifice their lives for the sake of the all-absorbing idea. They may be called zombies, glamoured by religious fables and drugged with political ideas but still they do their work properly, whether they have their earnings or not. They have a motivation that mobilizes their strength and will for the best result of their activity.

Such well known terrorist organizations as Al Gamaa Al Islamiya, Al Jihad, Al Qaeda, Al Fattah, Hamas, Hezbollah are known to possess a strong and effective managerial structure that enables them to survive in difficult and unfavorable conditions and to operate efficiently for many years.

Taking into account the considerations mentioned above, the conclusion can be drawn that ideological motivation appears to be one of the decisive factors that makes a managerial structure function effectively and it shouldn't be ignored in business management. We are convinced that, if applied on different levels of personnel activity organization, this motivator could become a starting point for gradual recovery of the Belarusian economy.

Under current conditions the Belarusian people have to rely only on themselves. The Republic of Belarus has proved to be successful in finding its own way. Innovative policy in modern management can ensure that Belarus and its people will take its firm and decent position on the international arena. We are convinced that no social progress can be achieved until we realize that only strong ideological motivation can unite people, make them join their efforts for the common weal.

В работе делается попытка представить новый взгляд на один из наиболее значимых компонентов менеджмента — мотивацию персонала. Делается вывод о значительной роли идеологической мотивации и обосновывается необходимость планомерно применять данный вид мотивации на различных уровнях управления.

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THE PROBLEM OF ATTRACTION OF FOREIGN INVESTMENTS IN THE REPUBLIC OF BELARUS

ПРОБЛЕМА ПРИВЛЕЧЕНИЯ ИНОСТРАННЫХ ИНВЕСТИЦИЙ В РЕСПУБЛИКУ БЕЛАРУСЬ

It is common knowledge that Belarusian economy is in a bad need of foreign investments. It has been caused by the economic situation in the