

dollars. According to statistics, the majority of criminals are at the age of 16 and 25.

The second problem of the Internet is the development of the porno industry. In my opinion, sites of such orientation litter the Internet and damage the young generation. Moreover, once you enter the porno site, it will be rather difficult for you to get rid of it, because every time when you want to download your page, the porno page will be automatically loaded.

Nowadays most people still connect to the Internet using 56 Kbps modems and telephone lines. Because the data-carrying capacity of telephone lines can be low, receiving electronic data may take a long time. New technology promises to address this problem. Probably soon we will be able to see new kind of the Internet and it will be called Internet 2. The main advantage of this network is that its data carrying capacity will be 45,000 times faster than that of a 56 Kbps modem than we use now.

Доклад посвящен роли Интернета в современном обществе, а также основным причинам его появления. Сегодня эта компьютерная сеть получила широкое распространение в кредитно-денежной системе, а также среди населения. Однако, несмотря на все положительные аспекты, Интернет имеет и негативные стороны. Это, прежде всего, развитие порноиндустрии и опасность хакерских атак.

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THE PSYCHOLOGY OF COLOUR IN BUSINESS

ПСИХОЛОГИЯ ЦВЕТА В БИЗНЕСЕ

"The right colour is worth a thousand words"

Colour and colour psychology is the topic that has fascinated different people for a long while. Marketing specialists spend oodles of time to determine what colours best "sell" their products. Interior designers weigh the soothing properties of pink versus the creativity-enhancing properties of grey, the warmth of brown versus the coolness of blue.

In today's modern world, for every company it's absolutely clear that successful colour solutions for corporate image, product development, packaging, branding, uniforms and interior design are extremely important for its prosperity.

In advertising and presentations colour is one of the most effective tools. Psychologists have suggested that colour impression can account for 60 % of the acceptance or rejection of a product or service.

Colour has become so integral to marketing that nothing is left to whimsy. Some colours appeal to women, others to men. Some colours are very comforting to the eyes, others are irritating. Some colour combinations grab your attention, others make you turn away. All things

considered, the right colours will assist and contribute to the success of a product or service. And the wrong ones can be a costly mistake.

Select, specify, communicate and control colours

Marketing psychologists state that a lasting impression is made within ninety seconds and that colour accounts for more than 50 % of the acceptance or rejection of an object, person, place, or circumstance. Because colour impressions are both quick and long lasting, decisions about colour are critical factors in success of any visual experience.

Colour can influence thinking, change actions and cause reactions

Red means "stop" and green means "go". Likewise, the colours used for a product, web site, business card, or logo cause powerful reactions. Colour sends a subliminal message, which plays a critical role in success or failure.

Colour combinations can attract or distract

The human brain requires a sense of order, or it will reject whatever it sees. If too many colours are used, the viewer will become visually confused and will reject the image. If not enough colour is used, boredom results. The right colour combinations can be as important as the individual colours.

Market researchers have also determined that colour affects shopping habits. For example, traditionalists respond best to pink, rose, or sky blue colours. Impulse shoppers respond to blue, black, or red-orange. Shoppers who plan and stick to budgets respond best to light blue and navy. Thus, choosing the best colour or colour combination to capture customers' attention and to attract them is a key factor in determining the company's success.

So, the meaning of colour in business is a very significant issue that should be addressed whenever a marketing project (branding, packaging, advertising, etc.) is being developed. The colours a company chooses to represent its business can say a lot about it.

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STANDARDS OF LIVING

УРОВЕНЬ ЖИЗНИ

All of us would like to have a car or a house near the sea. Are things better now than 30 years ago? Is your grandmother right when she says that things were better in her days? Economists have three major roles to play in this debate. They try to define firstly what the standard of living should include, secondly how it should be measured, and finally how it could be improved. The paper briefly looks into each of these areas.

1. What to include?

The standard of living is a measure of people's welfare, where welfare means a level of well-being or happiness. Is that statement always true? David Beckham is extremely well off by these standards. However, his wife, Victoria Beckham, is at least ?20m richer. Is she better off?