

capacity. The first method is more likely to be used because it brings to satisfied people, who probably will consume this service again.

By and large, psychology of prices doesn't imply changes in whole process of pricing and can't accurately define what policies should be carried out by managers and executives. A balanced, weighted and individual approach that is composed of all those above-mentioned methods, contributes to establishing long-term relationships with customers, effective sales and increase of companies' income.

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## DO YOU SOUND RIGHT FOR A JOB?

The moment you open your mouth, the first impression is creating. In a more politically correct world, people are supposed to be less likely to directly discriminate against others based on race, ethnicity, home or economic background, but discrimination based on accent still seems to be fair game.

It is still pretty common for people to make judgements based solely on how someone speaks. The habit of framing an immediate opinion based upon a person's twang is as bad as judging the book by the cover. This is beneficial for speakers of the standard variety, but it can also make people victims of prejudice and cause them problems in their careers if they happen to speak a non-standard variety. Language or accent discrimination means treating individuals differently in their employment because of their native language or other characteristics of speech, such as accent

According to the scientific research of University of Manchester, accent discrimination in the workplace can be divided into roughly two types. The first of these is discrimination based entirely on prejudice, while the second is based on judgements about the speaker's ability to perform the job. As an example of the first type, Gordon Brown, ex-prime minister of Great Britain, may be mentioned. While Mr. Brown was in office, he spoke with Britain's Received Pronunciation, despite being from Scotland. It could be expected that Brown was a victim of accent discrimination in the workplace. He feared he would not succeed as a politician if he did not ditch his native dialect and start speaking the standard variety. In Brown's case we are talking about pure prejudice: clearly, the Scottish accent is viewed as undesirable enough to hamper careers in UK politics.

It is an unfortunate truth about humans that they make value judgements about other people based on where they were from and who their parents are. Speakers of more prestigious or "standard" forms consider "non-standard" dialects inferior. The

standard variety is often that spoken by some elite group, at least initially. These are often the people in power, such as the royal family in Great Britain. Eventually, their dialect comes to be seen as the prestigious form of the language and becomes the standard, either by convention or in some cases, by force. Once this process is complete, the standard variety has acquired over prestige, and people either feel compelled to adopt it or expect others to do so. This is especially true of the workplace and in the business world.

A second form of accent discrimination is based on judgements regarding a person's ability to perform a job. If a doctor's accent is so thick that nobody understands a word he says, he might have a hard time getting a job. This type of discrimination makes a lot more sense than the type discussed above, but it still holds people back in their careers. In most cases, depending on one's career goals, the object is to be understood reasonably well. If you want to get a job writing articles for a newspaper, however, it might not be that simple. Now, in dealing with prejudice, one can hardly just rebuke people for their mistaken beliefs and start a revolution. Sometimes it is necessary to go with the flow like Mr. Brown and start speaking the standard variety, and it is a personal decision whether to be or not to be a nonconformist, it comes at a price. Prejudice exists in this world and is not going anywhere anytime soon.

Accents should not matter. No one should feel compelled to change the way they interact. If they do so because it works to their advantage, that's different. Then it's about choice, not obligation or coercion. In multiracial, multilingual, multicultural world, the answer is reasonable accommodation. The responsibility of the listener is to be tolerant, celebratory perhaps, and to adapt when necessary. The requirement on the speaker is to make themselves understood, whatever lilt they choose.

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## INSIDE TAOBAO

With the rapid development of the Internet, E-commerce attracts more and more attention and becomes a focus as a business body engaged in the production and operation means. Although the specific conditions of different countries based on the forecast of the world economic development, governments are all paying more attention to the development of E-commerce. E-commerce has become a new driving force for economic growth.