

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.

Rubanau, Y.
Scientific tutor Vasilevskaya, L.
BSEU (Minsk)

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.

The creation of Alibaba, Taobao rapidly became the largest E-commerce trading platform over China only in a year after it was set up, and is undoubtedly stated to be the largest shopping E-commerce centre in the whole world today.

Taobao's success is based on numerous peculiarities that allowed it to win the war against such e-commerce giants as eBay and Amazon in China. Among the most significant features is the platform's design which empathizes the strong identity of the country and its nation's preferences and reflects the environment local consumers are accustomed to. The second (though no less important) feature is the trust among sellers and buyers often neglected in the practice of Western businesses. This trust is assured with the help of several communication tools like AliWangwang (the so-called "the Alibaba's chat") which enables direct communication between sellers and buyers; a rating system of both sellers and buyers allowing people to know who is trustable or not; and various means of payment like free escrow service Alipay and the opportunity to pay in cash on delivery. Thereby, the Taobao project has proved to be perfectly adapted to the Chinese culture.

Unfortunately, there is no English version for Taobao (and for any other languages, consequently). Though it is not because Taobao could fail in itsabroad performance (Alibaba proved to be able to run successful English language sites) but the fact that the company would do harm to the success of maternal Alibaba and Aliexpress. Alibaba makes a lot more money per transaction on these sites than on Taobao. Thus, the prices are usually higher than Taobao.

Nevertheless, Taobao is still at a quite mature stage, which created various obstacles and threats to the development of the business. The main challenge is E-commerce unawareness of businesses and consumers, for customer's concept is "seeing is believing" keeps winning them over to the tradition way of shopping. The second is not a perfect method of payment as does not guarantee the safety of transactions. Therefore government needs to establish a set of suits China's national conditions of the credit system from the experiences of developed countries. The third is the lack of standardized logistics system, which makes E-commerce sites unable to control the after-sales service, so it leaves a chance for fraud. The fourth is short age of laws and regulations of e-commerce activities, which hinders the E-commerce development.

Meanwhile, Taobao is keeping busting the Chinese economy. And its successful strategies are definitely worth thinking and emulating. However, it is quite late to roll out market economy system in China, so the commercial environment, credit system, logistics system, and consumptive attitude, are all not very mature. To make the E-commerce develop fast, there must be well-formed national rules, popularity of E-business concept, the establishment of modern personal credit system and the innovation of E-technology.