

proved by the following result: only 6% of respondents can distinguish their online and offline representation.

Due to the use of new technologies our understanding of identity has changed drastically. The process of identity formation becomes more and more dynamic. The absence of the division between “offline” and “online” world affects the pattern of thinking and develops new forms of self-presentation. Moreover, information technologies are profoundly reshaping culture. Recently emerged digital culture begins to hold a dominant position. The understanding of these processes aims to predict the consequences of the use of technologies and provide new perspectives for the study of social changes in the Information Age.

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BELARUSIAN CULTURE AND MYTHOLOGY IN LOSHITSKI PARK

Once American writer Ray Bradbury said, “You don’t need to burn books to destroy a culture. Just get people stop reading them” [1]. This quotation refers to the problems of personal culture but can be applied to the culture of a nation. If people stop following their cultural traditions, stop speaking their mother tongue, they in the end will die as a nation.

Therefore, a research into the problems of Belarusian culture and ways of its integration into modern life became the purpose of my paper. To achieve this aim the following tasks were suggested: to study our Belarusian ethnography and the mythology created by our ancestors; to work out an excursion based on this mythology; to adapt our findings for the perception of various categories of people; to popularize the excursion among foreigners by translating it from Belarusian into English and Russian.

Every nation as well as every person has its own character, its own specific destiny and its own unique place among other cultures. The question arises how to find this specificity? The answer lies in the ethnography which is like a “great intellect” of a nation. It is a part of both science and art. It gives a scientific description of peoples and cultures with their customs, habits, and mutual differences.

In this paper I will speak on mythology which is a collection of myths, belonging to a particular religious or cultural tradition. Mythological representations of a cave man were his ways of understanding the world and expressing his attitudes to it. Folklore reflects this perception and, undoubtedly, should be integrated into our modern life. Although the myths may seem naïve and simple at first sight, they contain a great wisdom of the centuries and the problems raised in them in ancient times are relevant even now. Folklore is the part of culture that forms mentality, personality and behavior of every single person. It is like the mirror of life where you can see the world from a different angle. Folklore provides us with almost accurate data about the development of self-comprehension of our ancestors. It forms

our inner life and helps people to understand each other better, to avoid cultural stereotypes that exist nowadays and that are sometimes offensive.

On the basis of our Belarusian mythology I worked out the excursion called "Mystic creatures which live with us side by side", which constituted the subject matter of my research. It is held in our Loshitski Park (the object of our research) in Minsk and tells people about the beliefs of our ancestors. During this excursion you have a chance to learn more about the park itself, its mysteries and feel that we are not the only creatures on our planet, trees, stones, rivers are all alive and are all part of the Universe.

The excursion itinerary is 5 km long and it takes about 2 hours to go through plus an hour for creativity gathering, so in general about 3 hours. It starts and ends at the railway station. During a 15 minute coach trip to Loshitski park, the general information on topic is provided. Then the tourists have a two and a half hour walk in the park where you will be able to learn who are Ziuzia, Piarun, Damavik, Apiven' and etc. The time can vary in case of a bike trip or, say, a ski tour in winter.

This excursion is unique, it shows the mythical and mystic roots of our culture and our mentality. It is an innovative way of defining and unveiling our culture to foreigners as well as locals. Moreover, this excursion can be adapted for people of different ages according to the structure and interests of each group. It can be held all year round. The only criterion is that you should be interested in the Belarusian cultural heritage and be prepared for a mystery.

One more distinguishing feature of it is that at the end of the excursion there will be some time for feedback. The tourists will have a chance to express the thoughts on paper in any form they wish. It can be a drawing, a poem or even origami. The excursion broadens tourists' horizons of perception, helps to forget at least for several hours about our daily routine and plunge into another mythical and mystic world. In case you don't like this, you will have a spare time to enjoy nature or to visit an old mill situated near the end point. The cost varies depending on the number of participants, season, type and language of the excursion from 150 000 to 300 000 BLR.

To sum up, this excursion is a good method of popularizing Belarusian culture among people of all ages due to visualization of the material. Thanks to folklore we have almost accurate data about the development of self-comprehension of our ancestors. We can find out why we think in a particular way not like Japanese or Russians or French. This is what forms our inner life and this is what helps people to understand each other better, to avoid cultural stereotypes that exist nowadays and that are sometimes offensive. This is the way to create a better future and what I recommend you is to pay attention to details because everything great like culture consist of small things which together make it great.

REFERENCES

1. Bradbury, Ray. Fahrenheit 451. Random House, Inc. N.Y.1966. P. 43.