

Foren, Sozialnetzen sucht und dann die Ergebnisse der Monitoring im handlichen Interface vergibt.

Die durchgeführte Arbeit zeigt, dass die Internetressourcen von belarussischen Reisebetrieben aktiv benutzt werden. Den ersten Platz nach der Aktivität der Teilnahme an den Sozialnetzen nimmt der Reisebetrieb «Anbosta». Zu den von belarussischen Reiseunternehmen meist benutzten Sozialnetzen gehören YouTube, Vk.com, Twitter, Odnoklassniki.ru und Facebook. Und in der Zukunft werden bestimmt noch weitere neue Service und Anwendungsprogramme für die Verwertung der Sozialnetze geschaffen werden.

О.В. Шанурко, Д.В. Хацкевич
УО БГЭУ (Минск)

EL SISTEMA INMOBILIARIO EN ESPAÑA Y BELARÚS: ANÁLISIS COMPARATIVO

La actualidad del tema los Inmuebles. En la sociedad moderna el mercado de los inmuebles habitables y sus participantes representan el sistema económico, que ocupa el lugar importante en la vida de cada persona. Es completamente razonable antes de tomar una decisión de adquirir los bienes inmuebles interesarse por las partes positivas y negativas de uno u otro país. Ya que de la decisión aceptada depende su bienestar en los años ulteriores. ¿Vale más comprar los apartamentos españoles o la casita a la orilla del lago en Bielorrusia? La compra de los inmuebles siempre causa el placer y abre ante él las perspectivas. Por eso hay que reflexionar sobre las posibilidades que se presentarán y si se puede perder algo importante á la hora de realizar la transacción.

Objetivo. Determinar el coste medio del objeto de los inmuebles. Realizar el análisis comparativo del estado del mercado dado sobre el ejemplo de dos países – España y Bielorrusia.

Las tareas. 1. Confrontar los precios de los inmuebles (м2) y examinar estos estados desde el punto de vista de los beneficios financieros.

2. Determinar los factores de la influencia en la elección de una u otra superficie habitable.

А.Н. Шетько
УО БГУ (Минск)

INTERNET SERVICE PROVIDERS: TO BEAT OR NOT TO BEAT?

During the last decades the number of copyright infringements has drastically risen. One of the factors that have contributed greatly to this situation is the development of the Internet. A large number of copyright infringements are performed by private users – consumers who download copyrighted content via the Internet. These infringements are not of commercial scale and claiming damages can (and in many cases will certainly) be unprofitable. Therefore copyright holders prefer to aggregate the losses inflicted by several users and file a suit against their Internet

service provider (hereinafter referred to as an **ISP**). The author intends to analyze the current approaches to liability of ISPs for copyright infringements performed by their customers and to make certain proposals with regard to ISP's liability and copyright protection on the Internet to be implemented in the law of the Republic of Belarus.

There are three approaches to ISP's liability for copyright infringements committed by their customers:

- an ISP takes no responsibility for her customers actions (the approach that is mostly used in countries having no special regulation of copyright infringements on the Internet);

- an ISP may be held liable for her customers infringements of copyright in case it doesn't obey "safe harbor" rules (the approach used in the USA, EU, Russia, New Zealand, etc.);

- an ISP is always held liable for her customers actions with regard to copyright infringement (the approach is followed in China, the Middle East states).

The best approach seems to be the one implemented in an American Digital Millennium Copyright Act (hereinafter referred to as the **DMCA**) passed on October 12, 1998. According to Sec. 512 (a) Title II of the DMCA a service provider (an ISP, technical intermediary) is not held liable for copyright infringement by reason of the provider's activity (transmitting, routing, or providing connections, intermediate and transient storage of information) if she obeys "safe harbor" rules (the transmission of the material was initiated by or at the direction of a person other than the service provider; the transmission, routing, provision of connections, or storage is carried out through an automatic technical process without selection of the material by the service provider; the service provider does not select the recipients of the material except as an automatic response to the request of another person, etc.).

At the moment the legislation of the Republic of Belarus does not contain any special rules with regard to copyright infringements on the Internet; ISPs' liability and cooperation with copyright holders. If a legislation amendment proposal is to be made the best solution possible should include the following rules:

- an ISP is not to be held liable for copyright infringements committed by her customers – users as far as a set of requirements are met. These requirements are to ensure that ISP has not contributed to the infringement by her willful actions. The best example of the above requirements is the rules contained in DMCA;

- an ISP shall be free from obligation to monitor the information they transmit or store;

- notification procedure shall be obligatory for those who claim copyright infringement. Such a notification shall comprise the information that is sufficient for an ISP a) to define the infringing content and block access to it; and b) to ensure that the notification is sent by an eligible person. It can save the costs of copyright protection and will not overload courts and other governmental authorities with lots of copyright infringement claims. Personal information is not to be revealed to a copyright holder;

- the principal person for a copyright holder to contact should be an owner of a web-site on which infringing materials were published. If it is impossible to identify the owner of a website, or if a certain period has expired (for instance, 28 days) from

the date of an infringement notification and no measures were taken, a hosting ISP is to be contacted.

Д.А. Шиханцова, А.К. Сидорская
УО БГЭУ (Минск)

THE IMPACT OF ADVERTISING ON THE SOCIETY

The advertising business has played such an important role in the economy in many countries, and it also changes the economy itself, society, culture, and the political system. There are a lot of types of advertising: printed advertising, outdoor, broadcast, public service advertising, celebrity advertising and so on. Each of the advertisement types mentioned has its own sub-types and rates of effectiveness.

Therefore, the object of the research is advertising. The subject of this research is the characteristics of different types of advertisement and their practical efficiency. The core aim of the following research is to compare and to prove the effectiveness of two types of advertisement: printed adds and the Internet adds. To fulfill this aim the following tasks were establish: to study different types of advertisement, to assess the efficiency of different types of advertisement, to analyze the influence of advertising on sales volume.

For two weeks, we have carried out the research. We decided to compare two types of advertising: printed and the Internet. Aside from their inexpensiveness, flyers are great visual tools for marketing. They can work as a mini poster for events, products and services. It is important to use strong headlines, easy text and creative graphics to grab the readers' attention. However, most people simply scan a flyer for the information that is necessary to them; therefore, text should be concise and organized into small sections. Be sure to include a clear, authoritative call to action that alerts the recipient as to what action to take next.

As the Internet advertising is the most available and interesting for students, we decided to choose this variant as the second one in our research. The use of the Internet as the advertising medium also has the direct impact on the investment that the advertiser does. There are different types of advertising that are used by people who market their services or products online: the Banner, the Email or the Newsletter, the Video Ads, the Floating, the Contextual Ads and some others. In order to become visible on the Internet you have to think about your web page, its optimisation, social networks and the creation of an advertising strategy.

After making calculations, we can draw the following conclusions. So, have a look: by phone specified in flyers, 7 people addressed to us, and by phone specified in the Internet advertising, we were called by 17 people. With the results of our research it is possible to draw a conclusion that the Internet is more popular and effective method of advertising of goods or services than flyers.

Unfortunately, we are not able to conduct a research using other types of advertising, such as television, billboards, radio and so on. But we would like to mention them in our work.