

there. It's not enough. The mobile operators failed to cover the highways St. Petersburg — Vitebsk — Gomel — Odessa, Vilnius — Minsk — Kiev and Grodno — Minsk specified in the program of accelerated development within the terms established by the government and the Ministry for Telecommunications.

In January 2003 A. Lukashenko announced about the preparation for a third GSM operator which will provide the increase of competition, and reduce the prices and improve the quality of the mobile communication. So the bigger number of the subscribers will be involved in this network.

The president said that the control pocket of shares or even 100 % of shares should belong to the state. Only the government is said to be able to make mobile services available for all groups the Belarusian population. Moreover the Communication Ministry insisted that the new infrastructure cover 60—70 % of the country. The Ministry for Communication declared an open international tender for the license of the third mobile communication operator of the GSM-900/1800 standard in June, 2004. The license has a five year term which can be extended for an extra 5 years. The cost of the license will include 5 million dollars license tax and a sum of money which the winner of the tender will transfer voluntarily to the Belarusian budget. About 6 operators are competing for the tender, including foreign and Belarusian companies.

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## **NONVERBALITY IN INTERNATIONAL COMMUNICATION НЕВЕРБАЛЬНОЕ В ИНТЕРНАЦИОНАЛЬНОМ ОБЩЕНИИ**

В данной работе рассмотрены различные способы невербальной коммуникации в различных культурах. Основное внимание уделяется американской невербальной коммуникации. В работе проанализированы различные проблемы, из-за которых возникает непонимание между людьми различных культур, приведены некоторые приемы улучшения невербальной коммуникации.

In this paper we discuss different approaches to nonverbal communication (NVC) in different cultures. The principal attention is paid to American NVC. We point out those views of Americans that can make misunderstandings between people of other cultures, and analyze some nonverbal tips for improved communication.

During interpersonal communication: 7 % of the message is verbally communicated, while 93 % is non-verbally transmitted. Of the 93 %

non-verbal communication: 38 % is through vocal tones and 55 % is through facial expressions. Since any type of communication plays an integral role in our lives, it is important to further one's knowledge on this subject to achieve a more effective means of conveying your emotions and reading what others are trying to convey to you.

We deal mainly with differences in NVC between Russian and English, Americans. But it should be kept in mind that shared behavior always dwarfs the differences. Similarities draw no attention to them and are likely to be discounted and overlooked.

The frequency and freedom with which voluntary gestures are used decline importantly with advancing age, education, and social status. Being in public or alone, too, influence upon the usage of NVC greatly. Our concern will be almost exclusively with public behavior.

There are several general rules, the most important of which the familiarity rule, the reaction rule and the togetherness rule.

Coming to more practical grounds, we'll consider some American common traits.

Americans are a not touch oriented. In normal social situations, Americans generally stand about 30 inches apart from one another, which is also considered their personal "comfort zone." At sporting events or the theater, Americans usually slide into a crowded aisle while facing forward. An interesting thing will be to analyze the differences in the way how various people of the world view Americans. We'll divide the whole sphere of NVC into several aspects.

First, emotional expressiveness: Americans seem to stand in the middle of the spectrum; to the effervescent Latins they appear cool, and yet to the reserved Asians they appear too forward and impulsive.

Then, individual, freedom, privacy: some visitors are deeply impressed by the degree of individual freedom, particularly in the political arena, that an American enjoys. Others are disturbed by what they consider too much freedom, such as the widespread personal ownership of weapons.

Then, informality and morality: because many cultures dress more carefully and conservatively, they automatically relate what Americans consider casualness and fashion with looseness in morality, even sexual provocation.

What about crime: our open society and free press, especially the sensational press, cast an image around the world of a country besotted by crime. Many visitors come there fearing their own safety.

Tipping, taxes and sales: in many countries, tips are included in the costs of a meal or hotel room: the same with sales tax. As a result, visiting consumers become wary of out tipping and tax practices; they

also are confused by American merchandising in determining when a sale is truly a sale.

Lack of knowledge about their countries: The American's general lack of knowledge about world geography, compounded by their pervasive monolingual society, is great disappointments to most visitors.

It comes obvious that NVC plays an extremely important role in international communication, hence it should be thoroughly studied not to be misunderstood in different situation that may arise.

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## FREE ECONOMIC ZONES СВОБОДНЫЕ ЭКОНОМИЧЕСКИЕ ЗОНЫ

В статье дано определение свободных экономических зон, входящих в нее резидентов. Рассматриваются СЭЗ Республики Беларусь: "Брест", "Гомель—Ратон", "Минск" и "Гродноинвест". Указываются области народного хозяйства, в которых действуют резиденты упомянутых выше зон, а также производимая предприятиями продукция. Акцентируется внимание на том, что резиденты пользуются льготными режимами налогообложения. Указывается на то, что эти зоны имеют в перспективе возможность расширения своей деятельности.

A free economic zone is defined as a part of the territory of the Republic of Belarus with the precisely determined borders and the special legal regime setting up more favorable conditions for conducting business and other economic activity compared to usual standards. A resident of the free economic zone is defined as a legal or natural person being an entrepreneur without forming a legal person registered by the administration of free economic zones falling under special legal regime of a free economic zone. The privileged procedure of taxation is established in free economic zones.

The Free economic zone "Brest" (FEZ "Brest") is the first FEZ in the Republic of Belarus. It has been functioning officially since December 1996.

The FEZ accepts investments for creating, in the first place, enterprises of pharmaceutical, automotive, food, electronic, furniture, machinery construction and woodworking sectors of industry. The residents pay only 6 taxes of 22, taxes on profit, income and value added tax being reduced by 50 % and more.