

**THE DEVELOPMENT OF MOBILE COMMUNICATION
IN BELARUS
РАЗВИТИЕ МОБИЛЬНОЙ СВЯЗИ
В РЕСПУБЛИКЕ БЕЛАРУСЬ**

Сегодня рынок мобильной связи очень широк и недостаточно развит в Беларуси. Мобильная связь покрывает только 1/3 территории страны, не всегда захватывая крупные города и трассы. Все это заставляет задуматься над качеством связи и количеством операторов. Появление государственного оператора на рынке мобильной связи приведет к ужесточению конкуренции для абонентов и снижению цен за мобильные услуги. Государство обещало покрыть более 60 % территории страны, включая многие сельские районы, и сделать мобильную связь доступной для большинства населения. Все эти меры должны увеличить количество абонентов и улучшить качество связи.

At the moment there are 2 GSM-operator in Belarus: Belarusian-Russian Mobile TeleSystems Ltd. (MTS) and the Belarusian-Cyprian Mobile Digital Communication Ltd. (Velcome).

Nowadays we can't to imagine a developed country and its people without extended mobile communication. Businessmen and housewives, students and their parents give calls throughout the day. That's why the cellular market is becoming more and more prosperous.

According to the statistical data the number of mobile phone subscribers has reached 1.8 million people, as of September, the 1st, 2004. Now it's reaching 2 million.

So, as a matter of fact the competition between GSM operators is getting more serious. According to the latest figures MTS has nearly overtaken Velcome. By the 1st September Velcome subscribers base accounts for 900000 people, whereas MTS base is 895000 people. A few months ago, the MTS management announced their plans to become the leading GSM operator in Belarus.

Mobile telecommunication is a profitable industry. Its development is reported to have 420—430 million dollars of investment in Belarusian economy. It's a well known fact that the 2 existing operators invested about 160 million dollars each to enter the market. And it's going to grow. For 2003, mobile operators have attracted foreign investments for the amount of: Velkom — over 42 million dollars, MTS — 113 million dollars, Belsell — 3 million dollars.

The problem is that the mobile network covers only about 35 % of the Belarusian territories with over 90 % of urban population living

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 %