

In the process of using the above techniques and services the student not only improves the quality perception of the information, involves in the process of learning, gets creative freedom, but also has the ability of learning and using modern technologies, and therefore gets the opportunity to keep up with the times.

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THE ROLE OF FOREIGN LANGUAGES IN THE MODERN BELARUSIAN SOCIETY

РОЛЬ ИНОСТРАННЫХ ЯЗЫКОВ В СОВРЕМЕННОМ БЕЛОРУССКОМ ОБЩЕСТВЕ

The boundaries of my language define
the boundaries of my world

L. Wittgenstein

The relevance of the research is in the fact that socio-economic and political conditions of the development of the modern Belarusian society have created a basis for openness in the international relations and have had an impact on the educational policy in general and the study of foreign languages in particular. The feature of the present period requires comprehension of that global task, the solution of which is directed to teaching a foreign language as a means of the intercultural communication.

The purpose of research is to identify the most popular foreign languages for the Belarusian community's language competence at the moment.

The objective of research is to determine the reasons for their popularity.

The modern society is characterized by cooperation and the exchange of achievements in various fields of activity. Contacts between countries are becoming closer, so knowledge of a foreign language is becoming increasingly important. Without knowledge of foreign languages global cooperation is impossible.

The knowledge of a foreign language is one of the conditions of professional competence. For the professional growth in almost all areas, English-language sources offer much more information than Russian-language sources. Almost everything that should be available to the world and professional communities is initially published in English.

Most international companies in Belarus have recently introduced English as the main language of communication. IT companies managed to introduce the English language into the whole industry at a very short period of time.

A foreign language as a school subject contributes to the language education of students. Since 2013 a mandatory final exam on the English language has been introduced at the schools of Belarus.

According to the official information, most pupils in the cities and rural areas of Belarus study English as a foreign language. However, in the urban areas it is taught to 87.9% of pupils, in the rural areas – to 59.9%.

On the assumption of the statistical data, it can be concluded, that the two languages, gaining popularity in the Belarusian education system are the English and the Chinese languages. The English language is the global language of business and science. The interest in the Chinese language is connected with China's active foreign policy, cooperation between the state and commercial organizations and the possibility of studying at the Chinese educational institutions. One of the main problems that restrains the expansion of our cooperation is the language barrier.

In conclusion, I'd like to notice, that, as practice shows, the most advantageous positions in the labor market are taken by those professionals who, in addition to the knowledge of the main profession have the knowledge of at least one or more foreign languages: to be aware of the latest developments in the world of science and technology, you must be able to read the articles in the original language.

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TRANSFORMATION OF NON-PLACE INTO PLACE AS BUSINESS STRATEGY

ПРЕВРАЩЕНИЕ НЕ-МЕСТА В МЕСТО КАК БИЗНЕС СТРАТЕГИЯ

Urban spaces are often more concrete than creative, but today forward-thinking cities are showing their support for the arts through urban mural festivals. Minsk is not an exception. Its street art festival *Vulica Brasil* made art accessible, free of charge to the community, and created an Instagram-worthy photo location to attract visitors. Apart from that, this vibrant event provided a platform not only to international talent, but also to local businesses.