

The subject of our research is a transformation of a non-place into a place.

The objective of the research is to demonstrate the potential benefits of a transformation of a non-place into a place as a business strategy.

To achieve this goal, it is necessary to perform the following tasks:

- to define the notion of the ‘non-place’;
- to distinguish the concept of ‘non-place’ from the concept of ‘place’;
- to explain the selection of Oktyabrskaya street, Minsk, Belarus as an example of a transformed non-place;
- to reveal the benefits of the transformation for business.

After analyzing the scientific publications of the specialists in the areas of anthropology, urban and cultural studies, among them ‘Non-Places: Introduction to an Anthropology of Supermodernity’, Marc Augé, (1995) and conducting the field observation, we can make several conclusions. Firstly, *graffiti and installations are more attention-grabbing* than billboards. It goes without saying that billboards are big visuals, but everyone knows they are advertising. Graffiti blurs that distinction: it is a part of the urban landscape. Secondly, it has *potential for free media coverage*. Local broadcast and media outlets as well as social network communities are not going to cover a new billboard, but they might cover distinctive commercial graffiti that brings something new to the city look. Graffiti art is a natural fit to integrate into a social media campaign and it also creates continuing conversation and promotes interest in business presented at this location. Thirdly, transformed non-places *target young audience*. With the help of graffiti these places “speak” young people’s language and are relevant to the audience. Finally, transformation of a non-place into a place is *a low cost long-term investment*. Even when used to promote a business, graffiti is seen as an art form rather than an advertising vehicle. Consequently, it is more likely to attract people than traditional visual ads.

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## **HOW IS GAME THEORY USED IN DISCUSSION?**

### **ПРИМЕНЕНИЯ ТЕОРИИ ИГР ПРИ ВЕДЕНИИ ДИСКУССИИ**

This paper is about conflict of opinion in discussion. It examines what kind of game theory was used in discussion, and the effect it had on the discussion’s progress. In my experience of discussion, it seemed that progress depended on the

communication strategies of the participants. For example, when a discussion broke down, if a participant introduced a new idea, the discussion would progress. If no new idea was introduced, it wouldn't progress. Game theory can be classified as Cooperative and Non-Cooperative conversation.

I analyzed conversational data to see what kind of game theory players used in discussion. My research method was using voice and video records in discussions at MSSP. MSSP is a project for teaching English and Chinese to Japanese children by university students. My analysis showed that some game theory applied in conversations. When players used only one game theory, conversations soon broke down. On the other hand, when players used two game theories, conversations progressed. However, this analysis focused on temporary or short conversations. I am going to study more statistics about what kind of game theory players use in full discussions. Then I hope to conclude with more confidence how discussions can successfully progress.

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## **LANGUAGE POLICIES IN EDUCATION: BELARUS AND THE USA**

### **ЯЗЫКОВАЯ ОБРАЗОВАТЕЛЬНАЯ ПОЛИТИКА В БЕЛАРУСИ И США**

The main objective is to compare language policies in education in Belarus and the United States, identify the status of the official, dominating and foreign languages and analyze the set of actions taken to support them, considering the political, cultural and economic situation in the world. Language policies in education are an integral part of state policy and should be deemed not only as one of its components but also as a complex of measures taken by the state to regulate its long-term international status. In our study we compared the language policy in education in Belarus with that of the United States.

#### **Language policy in education in Belarus**

The main peculiarity of the linguistic situation in Belarus is the simultaneous existence of Russian and Belarusian as official languages with the former being more widespread in every sphere. Soon after the declaration of independence of the country the revival of the Belarusian language became the language policy's main goal, but in 1995 after the referendum it was declared that Russian was to become one of the