

rewarded. In those fairy tales, "beauty is often associated with being white, economically privileged, and virtuous." Their fairy tales usually involve a beautiful heroine. In the fairy tale "Snow White", the protagonist Snow White is described as being "white as snow, as red as blood, as black as ebony wood, and as beautiful as the light of day."

The next point under consideration is the impact of mass media. It is one of the most powerful tools for young girls and women to learn and also understand feminine beauty ideals. As mass media develops, the way people see feminine beauty ideals changes, as does how females view themselves. The average teen girl gets about 180 minutes of media exposure daily and only about 10 minutes of parental interaction a day (Renee Hobbs, EdD, associate professor of communications at Temple University).

The survey among 100 second year students has been conducted. The results, proving strong influence of beauty standards (for example, 66 % of the students have already tried to lose weight) and including economic aspects, such as the amount of money spent monthly on clothes, cosmetics or fitness are shown in detail in the presentation.

Psychological effects of beauty standards such as eating problems, low self-esteem, appeal to plastic surgery and others are here to make the conclusion that blindly following the recommendations of mass media, friends and relatives is not the key to happiness.

**A. Obryvina**

**A. С. Обрывина**

БГЭУ (Минск)

*Научный руководитель И. В. Радина*

**THE CURRENT MIGRATION TENDENCY AND ITS INFLUENCE  
ON SOCIOCULTURAL AND ECONOMIC ENVIRONMENT  
OF INDIVIDUAL AND GLOBAL SOCIETY**

**СОВРЕМЕННЫЕ ТЕНДЕНЦИИ МИГРАЦИИ И ИХ ВЛИЯНИЕ  
НА СОЦИОКУЛЬТУРНУЮ И ЭКОНОМИЧЕСКУЮ ЖИЗНЬ  
ОТДЕЛЬНО ВЗЯТОГО ОБЩЕСТВА И МИРОВОГО СООБЩЕСТВА**

Nationalist ideas increase and migration policy escalation, connected with boundary protection is vivid now. But why is this policy destructive for both sociocultural and economic life of the society and which methods of smoothing the consequences of this policy exist?

Consider the case of European Union countries, which perfectly demonstrates the beneficial effect of traction-free boundaries. The absence of physical boundaries facilitates unhampered movement, which provides labor. Labor shortage in such countries as Switzerland, Austria and Norway has become a signal for employment seekers, which is beneficial for both employees and economy of the country.

Besides, the influence on cultural life of a society should not be underestimated. Development can't take place in an isolated society, so mixing and integration of cultures is progress engine. Popular culture is a part of our everyday life whether we want it or not. Movies, books, games, anime, fashion, celebrities, shows and so on are an essential part of popular culture. Globalization through entertainment has helped to bring this to our doorsteps and shape our thinking and culture. Migration of people has made cultural export and imports possible.

However, migration is not necessarily a topic just about people. Throughout history, where there was a move of people, there was a spread of religions, political ideas and ideologies. A great example is the democracy that originated in ancient Greece and now practiced throughout the world. Communism that originated in Germany in the 19th century spread as far as China.

Despite positive effects of migration, it is a preconceived opinion on negative implications of migration among most people. Incorrect coverage of this problem in the media and elsewhere determines such an opinion. Often only negative effects become a public fare. While a real root of the problem is isolation and apartness of members of our society from cultural and social aspects of the already formed society. How to make a process of integration into a new environment most effective upon both parties: local residents and migrants? There is a pattern, mentioned in scientific researches, able to solve this problem most effectively. The pattern described is called «*the melting pot*».

«The melting pot» is an ethnic development pattern, which implies national identity construction through the "melting together" into a harmonious whole with biological and cultural intermingling. Formulated theory denies run of conflict in society both social and ethnical.

Popularity of this model is closely linked to ideal picture of a truly free democratic society, where people live among mixed ethnic-racial neighbours and coexist peacefully.

The idea of this model is that if several nationalities, nations or people are in the same geographic area, then they have to find common language, to accept or deny a religion altogether, to reach an agreement for general principles and rules of social behavior. It is really important to ensure that the search for a compromise does not result in forced implementation, because the process of "melting" can transform into totalitarianism. In order to implement successfully «the melting pot» model the

following factor must be considered: the prohibition of segregated settlements such as communes and ghetto.

Taking all the foregoing into account, it is important to understand the fact that migration processes has not only negative consequences, which can be witnessed in mass media, but also some positive ones influencing on economic and sociocultural sphere of the world community. However, migration processes, as any other process in the world needs constant monitoring and direction so that «the melting pot» model may serve as a beneficial basis for multicultural, harmonic development of the world.

**K. Radzivonau**

**К. В. Радионов**

ГГУ им. Ф. Скорины (Гомель)

*Научный руководитель Ю. И. Иванова*

**UNILATERAL MEASURES (COUNTERMEASURES)  
IN THE FRAMEWORK OF INTERNATIONAL ECONOMIC  
RESPONSIBILITY**

**ОДНОСТОРОННИЕ МЕРЫ (КОНТРМЕРЫ) В РАМКАХ  
МЕЖДУНАРОДНОЙ ЭКОНОМИЧЕСКОЙ ОТВЕТСТВЕННОСТИ**

In the scientific literature, countermeasures are defined as being linked to international responsibility, but are nevertheless a special institution that is used as a unilateral measure to compel a state to comply with economic obligations.

The purpose of this research is to study the features of the use of economic countermeasures as a reaction to the violation of international economic obligations.

Unilateral economic measures are part of decentralized mechanism of compulsion of a state, that has violated economic obligations, which is inherent in international law. Countermeasures are aimed at inducing the responsible state to comply with the obligations imposed on it by the legal relationship of responsibility, namely, to cease the wrongful act if it continues and to provide reparation to the injured state. Countermeasures should be used exclusively as a response to an international wrongful act.

In addition, the use of countermeasures may affect, inter alia, the interests of third states, which may also be bound by a appropriate obligation under multilateral economic agreements. For example, violation of an obligation under the Agreement on agriculture in the framework of World trade organization also affects third states bound by that obligation under the Agreement.

Article 52 of the resolution adopted by the UN General Assembly on the responsibility of states for an international wrongful act provides for conditions