

## **GENDER SPECIFICS OF SELF-PRESENTATION OF CREATIVE PROFESSION REPRESENTATIVES ON INSTAGRAM**

### **ГЕНДЕРНАЯ СПЕЦИФИКА САМОПРЕЗЕНТАЦИИ ПРЕДСТАВИТЕЛЕЙ ТВОРЧЕСКОЙ ПРОФЕССИИ В INSTAGRAM**

One way individuals perceive society is through interactions with others. The recent technological advances have changed the way people communicate and interact. Social media have enabled families, friends, long-lost acquaintances, and even strangers to connect and share information instantaneously. Consequently, people have the freedom to create and project an online identity that may or may not be a reflection of reality. Creating an online identity can hold significant meaning for an individual because it is a mode of self-expression, self-exploration, and self-presentation.

Social networking sites (SNSs) such as Instagram have become popular in the last two decades and have major implications for the way people interact with others. Instagram enables individuals to express themselves and interact with others primarily via photograph sharing and comments on each other's photos. Representatives of creative professions are among those who use Instagram recourses at the most to represent themselves to the society gaining reputation and recognition.

Thus, the question of gender specifics of self-presentation of the above mentioned professional group of people is currently quite up-to-date.

Purpose of the work is to study what are the gender differences in the process of self-presentation of the creative profession.

This investigation is based on gender aspect of constructing personal identity in the Internet environment including constitutive signs of Internet communication, self-presentation of the "network generation", gender component of the formation of "I-image" in social networks.

The analysis of the means, tactics, and strategies of self-presentation was carried out, by means of the result of which the difference between gender and sex, masculinity and femininity was identified.

Masculinity is a set of traits inherent in a stronger sex. Men's qualities are as follows: rationalism; developed analytical skills; competence in professional activities; pursuit of leadership; efficiency.

Femininity is a set of traits characteristic of a woman. These include: emotionality; developed intuition; the ability to empathize; caring for husband and children; suggestibility; sociability.

So, the social network Instagram helps to create a wanted self-image expressing not only yourself, your hobbies and even your taste preferences but also gender differences using photos and comments to them.

<http://edoc.bseu.by>

**M. Ishankulyeva**

**М. У. Ишанкулыева**

БГСХА (Горки)

*Научный руководитель И. П. Макаренко*

## **BELARUS AS A SUBJECT OF THE WORLD ECONOMY**

## **БЕЛАРУСЬ КАК СУБЪЕКТ МИРОВОЙ ЭКОНОМИКИ**

The Republic of Belarus is integrated into the world economy through the development of foreign trade relations. We see the indicators of foreign economic activity of the Republic of Belarus (mln US dollars) in the table:

Name	2005	2014	2015	2016	2017	2018	H1 2019	H1 2019 compared to H1 2018
Foreign trade in goods								
Turnover	32 687	77 180	56 952	51 147	63 446	72 135	34 508	97,4
Export	15 979	36 392	26 660	23 573	29 212	33 726	15 890	95,9
Import	16 708	40 788	30 292	27 610	34 234	38 409	18 618	98,7
Balance	-729	-4396	-3632	-4073	-5023	-4683	-2728	—
Foreign trade in services								
Turnover	3483	13 431	11 013	11 222	12 616	14 096	6887	102,6
Export	2342	7820	6637	6831	7839	8721	4351	103,5
Import	1141	5611	4377	4390	4777	5375	2536	100,9
Balance	1201	2209	2260	2441	3062	3346	1814	—

Export is one of the main priorities of Belarusian economy. Traditionally, exports account for more than half the GDP (in 2018 — more than 71 %) [1]. Export