

ответ непонимание или осуждение, делает вывод о том, что получатель не разделяет его ценностей и представлений о смешном.

Сегодня мемы являются важной составляющей массовой культуры, которая способна предложить значительной части граждан новую форму политического участия [1]. Важно отметить, что создатели политических мемов могут одновременно открыто выразить свою позицию и при этом остаться анонимными. Поэтому популярность определенного мема, содержащего критику или протестные настроения внутри страны или локального сообщества может выступать доказательством наличия проблемных аспектов в политической плоскости.

Так, изучение политических интернет-мемов с точки зрения теории политической коммуникации дает возможность анализировать общественное мнение и отношение граждан к проблемам, существующим внутри политической системы. Более того, использование мемов как инструмента донесения информации со стороны государства может способствовать в некоторой степени корректировке отношения общественности к конкретным политическим решениям и государственной политике в целом.

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CHINA-BELARUS ECONOMIC AND CULTURAL COOPERATION WITHIN THE CONTEXT OF THE *ONE BELT, ONE ROAD* INITIATIVE

Belarus boasts a rich cultural and civilizational heritage, its people are highly educated, and its cultural undertakings are well developed. Since the establishment of diplomatic relations between China and Belarus on 20 January 1992, cultural

exchanges between the two countries have been steadily advancing and flourishing. Located at the center of Europe, Belarus is the transportation hub of the Eurasian continent and a vital corridor for trade and commerce between China and Europe. Its geographical location determines the geopolitical advantage of the construction of *One Belt, One Road*, which is an important Chinese project. Herein, the features of cooperation between China and Belarus within the context of this project are studied.

The intensive development of relations between China and Belarus began in 2013 when the countries established a comprehensive strategic partnership.

On September 7, 2013, Chinese President Xi Jinping proposed to jointly build *One Belt, One Road* [1]. It is a combination of the Silk Road Economic Belt and the 21st Century Maritime Silk Road. With the endorsement and active participation of Belarus, on 22 December 2014, China and Belarus signed an agreement on cooperation in building the Silk Road Economic Belt and established the *Monolith* Sino-Belarusian Industrial Park, which is the latest example of Sino-Belarusian cooperation. The largest and highest-level project is a landmark in the joint construction of the Silk Road Economic Belt, and the Belarusian President Alexander Lukashenko called the China-Belarus Industrial Park the most important cooperation project between China and Belarus.

In May 2015, China and Belarus signed nearly 20 economic cooperation agreements with a total value of about \$15.7 billion [2]. It should be noted that these agreements are still valid. According to the data, the trade volume between China and Belarus only in 2015, for example, increased by 5.6 percent compared to 2014 and reached \$3.18 billion. China became the third largest trading partner and the second largest source of imports for Belarus [3]. Thus, economic cooperation is the most important direction of Sino-Belarusian cooperation within the framework of the *One Belt, One Road* initiative.

This project also opens prospects for cooperation in other directions. Culture is the soul of a country and the spiritual home of its people. As a bridge to enhance understanding, communication, cooperation, and development between the two countries, cultural exchanges and cooperation are of utmost importance. Over the years, the two countries have set up various platforms for cultural exchanges, such as arts, cultural, and film festivals, and established cultural centers. The *One Belt, One Road* Initiative stipulates further development of cooperation in this direction [4].

The Week of Intangible Cultural Heritage of the People's Republic of China, held in Minsk since 2017, has given the people of Belarus an opportunity to delve into traditional Chinese culture. Moreover, libraries of the two countries are actively cooperating. The National Library of Belarus has more than 5,000 documents from the Chinese side, covering culture, history, geography, politics, traditions, and medicine. The Chinese Library has also collected a number of Chinese versions of Belarusian works. In the cultural cooperation between China and Belarus, each side publishes at least 3-5 excellent literary translations of the other side every year, which gives the people of the two countries more opportunities to understand each other's excellent culture.

Confucius Institutes, as public interest educational institutions for the

dissemination of Chinese culture, are an important practice subject of the *One Belt, One Road* initiative and concept, as well as an important venue for cultural exchanges and cooperation between China and Belarus. The first Confucius Institute was established in Belarus in 2007, and now there are four Confucius Institutes at Belarusian State University, Minsk State Linguistic University, Belarusian State Technical University, and Gomel State University. The Confucius Institutes carry out many cultural exchange activities, such as Confucius Institute Day, cultural performances, exhibitions and cultural experiences, which provide the people of Belarus with an effective channel for a comprehensive understanding of Chinese culture.

Thus, the main feature of the *One Belt, One Road* project is a complex approach with an emphasis on the simultaneous development of economic and cultural cooperation. This project can be considered as an important instrument of China's soft power for creating a new world system of political, economic, and cultural tolerance.

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ФЕНОМЕН ПОЛИТИЧЕСКОГО ЛИДЕРСТВА В КОНТЕКСТЕ СТАНОВЛЕНИЯ ИНСТИТУТА ПРЕЗИДЕНТСТВА В РЕСПУБЛИКЕ БЕЛАРУСЬ

Феномен политического лидерства занимает особенное место в политической науке. Являясь одним из основных проявлений власти в публичном политико-правовом поле лидерство распространяется на различные уровни и подуровни жизнедеятельности общества и государства. Властные полномочия лидера и его положение в политической системе регламентируются рядом политико-правовых актов, определяющих характер их реализации в