

In conclusion, the author would like to say that the economic psychology is created as an interdisciplinary scientific and practical branch of economics and the leading position in this science is occupied by practically oriented research. It is at the beginning of its movement towards high interdisciplinary relevance associated with the demand for economic-psychological knowledge in related sciences.

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#### “CHINESE THREAT” THROUGH THE EYES OF AMERICANS

The media has often been described as the fourth power. Mass media have the most powerful influence on public consciousness. At the same time, it plays a huge role that in the future great efforts will be required to change public opinion [1, p. 46].

The U.S. media is one of the most developed, and the majority of the world's media outlets rely on it. In most cases, the dominant political elites' opinion is expressed in the press. As a result, the political course of the state and its national interests becomes pivotal in the coverage of a particular world event [2, p. 23].

At present, the importance of China in international politics and the economy is constantly growing, making Beijing a promising business partner in the world.

Our research focuses on analyzing US media publications related to China and identifying the traits shaped by the media. The source of material was the oldest American periodicals with the highest circulation and world fame: *USA Today*, *Forbes*, Bloomberg, as well as TV channels CNN, ABC News, CBS News [4 – 9].

The sample size, based on online publications, was 100 news headlines.

The headline is one of the main elements of modern mass media, as it is considered to be a visual image. Moreover, the headline arouses readers' interest, and attracts attention [3, p. 182].

The headlines under consideration often use the noun *threat*, which create the enemy image of China. The combination of *to threaten* with verbs which bear negative meaning, such as *to retaliate*, *to cause*, *to harm* convey the image of war between the powers, their confrontation and threat to peace.

The rejection of China's peaceful development is emphasized by the word *military*. It creates an image of a power that is dangerous not only to the USA itself, but also to the world.

The word *challenge* is often used to express the danger that China poses along with its economic rise, i.e. China challenge the international system in the matter of stability maintenance.

The word *to rise* is used most frequently, and indicates a great leap forward and a sudden growth of China. The use of the adjectives *rapid*, *fast*, *quick* contribute to the perception of China as a fast growing nation. They also create a vivid image of a booming Chinese economy capable of high profits and success.

ABC News, *USA Today* often emphasize the complete transformation of China's status with the words *transition*, *transformation*. This vocabulary is used to express a vision of global change facing China, which in turn will change the entire world order and may shift the center of economic gravity towards Asia. Since this vision of the world runs counter to American national interests focusing on leadership, it provokes the perception of China as an unfriendly competitor.

American media, based on the concept of *Realpolitik*, position China as a new international power, using adjectives such as *forceful*, *powerful*.

In the American interpretation, these synonyms mean not only strength, power as such, but also dominance, the ability to rule over others. Emphasis is placed on the rise of China as the leader of the Asia-Pacific region.

In conclusion, it should be noted that the reflection of the image of China in the US media almost entirely depends on the foreign policy agenda between the countries. The national interests of the US shape the opinion of the People's Republic China as a state in the public consciousness through the mass media. In other words, the quantity of articles and their quality, objectivity and tone in the US media depend on how Washington wants to perceive Beijing: either as an enemy or a friend.

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## **PROFILE OF MODERN ENTREPRENEUR**

The prospects of modern world economy are largely determined by entrepreneurs. So who are they?

Entrepreneurs are the people who start and grow a business through their creative ideas. That's why entrepreneurship is called an economic creativity. They act on their own behalf and at their own risk. They are self-employed and thus more passionate about what they do [1].

Entrepreneurs generate new ideas, promote innovation and create things never made before. Nowadays they are considered the driving force of the economy and the social sphere of the country.

The survey shows that the most common characteristics of modern entrepreneurs are: fearlessness, creativeness, unwavering commitment, self-confidence, determination and decisiveness, industriousness, a power of will, willingness to accept risk, leadership qualities.

As for the education of entrepreneurs the research shows that only about 12% of entrepreneurs have a formal education in business-related studies – 9% have a bachelor's degree, and 3% have either a master's or Ph.D in business. Another 32% have invested in business classes [2].

So does it mean that having a formal business education doesn't play a key role in success of entrepreneurs and prosperity of their businesses?

Back in 2010, PayPal founder and billionaire Peter Thiel offered \$100,000 to 20 students under the age of 20, luring them to drop out of college and become entrepreneurs. Thiel's idea was that encouraging teenagers to start thinking big would help them become successful innovators early on [3].

And he was right. In reality many successful entrepreneurs today rose without any degrees.

But it doesn't emphasize the needlessness of business-degree. Actually a business degree is the most well-rounded. The disciplines studied within business programmes are