

parent [to their children]? ... It's your job to make sure your children don't [pick up bad things from music videos]'.

However, even though content rating systems are socially approved worldwide, Belarusian television lacks one. Is it so because this problem is not burning? Or because nothing controversial is broadcast in Belarus? To our mind, obviously, no. The problem of our nation's population being exposed to something they may not find acceptable is vital and needs as quick a solution as possible. The first, the most efficient and the easiest step in this case is the introduction of television content rating system in the country. An authority, responsible for ranging and rating of the shows, must be created in order to keep our television up to the world standards.

Judging by the other countries' experiences, enhancing our broadcasting with a content rating system will prove itself a useful and appraisable solution. The state's networks will be more adapted to the actual situation on TV market and this improvement is sure to lead to a decrease in population's dissatisfaction with the television.

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УО БГЭУ (МИНСК)

THE GLOBAL HUNGER: CAN WE FEED THE WORLD?

The world is facing a hunger crisis unlike anything it has seen in more than 50 years. Today 925 million people suffer from starvation. This means, that one out of seven people doesn't have enough food to be healthy and lead an active lifestyle. It is a crisis with devastating and far-reaching effects. Hunger and malnutrition are even a greater risk for the health of people than AIDS, malaria and tuberculosis combined.

According to the United Nations, between 13 and 18 million men, women and children throughout the universe die of hunger or hunger-related causes each year. It is 25,000 people every day.

Several population groups are especially vulnerable to hunger. These are children, rural inhabitants and slum dwellers.

The main reasons for hunger are nature, wars, poverty trap, agricultural infrastructure and over-exploitation of environment.

Natural disasters such as floods, tropical storms and droughts are on the increase – with calamitous consequences for food security in poor countries.

War is a political cause for hunger. It slows or even stops food production and marketing. Even if fighting never occurs, heavy military spending takes away from food production, education, and health care.

The poverty-stricken do not have enough money to buy or produce enough food for themselves and their families. In turn, they tend to be weaker and cannot produce enough to buy more food.

In the long-term, improved agricultural output offers the quickest fix for poverty and hunger. Yet too many developing countries lack key agricultural infrastructure, such as enough roads, warehouses and irrigation. The results are high transport costs, lack of storage facilities and unreliable water supplies. All conspire to limit agricultural yields and access to food.

Poor farming practices, deforestation, overcropping and overgrazing are exhausting the Earth's fertility and spreading the roots of hunger. Increasingly, the world's fertile farmland is under threat from erosion, salination and desertification.

Despite the fact the hunger is a wide-scale and serious problem, the world is able to solve it. A number of international organizations are dealing with the issues of providing food to the countries in need.

The World Food Programme is the world's largest humanitarian agency fighting hunger. WFP is part of the United Nations system and is voluntarily funded. WFP's starting point is the national policies, plans and programmes of developing countries, including their food security plans. On average, WFP aims to reach more than 90 million people with food assistance in more than 73 countries. Around 15,000 people work for the organization.

The Food and Agriculture Organization of the United Nations (FAO) is a specialized agency of the United Nations that leads international efforts to defeat hunger. Serving both developed and developing countries, FAO acts as a neutral

forum where all nations meet as equals to negotiate agreements and debate policy. FAO is also a source of knowledge and information, and helps developing countries and countries in transition modernize and improve agriculture, forestry and fisheries practices, ensuring good nutrition and food security for all.

The Hunger Project is a global, non-profit, strategic organization committed to the end of world hunger. In Africa, South Asia and Latin America, THP seeks to end hunger and poverty by empowering people to lead lives of self-reliance, meet their own basic needs and build better futures for their children.

Any contribution to the solution of the world hunger problem is efficient. There are different ways in which everyone round the globe can help. All the above-mentioned organizations have their own web-sites where all the contemporary information about current campaigns is available. Moreover, it is possible to donate to the world hunger funds. Try to do something to help. Make a difference. And then we will feed the world.

А.А. Дудкина, О.А. Бегова

УО БГЭУ (МИНСК)

E-LEARNING: REVOLUTION IN EDUCATION?

Many people know what distance education or e-learning is, but there are few of them who see it in practice. Distance learning is a new, promising type of education. It emerged in the last third of the twentieth century due to new technological opportunities. E-learning can be available practically to everyone today. But are we ready for this “revolution”? Are we ready to take on crucial changes in the education system in Belarus?

Education is one of the main keys to economic development and improvements in human welfare. As global economic competition grows sharper, education becomes an important source of competitive advantage, closely linked to economic growth, and a way for countries to attract jobs and investments. All these factors have provoked great interest in information and communications technologies (ICT) to deliver education and professional training.