

## THE ROLE OF THE INTERNET IN MODERN SOCIETY

### РОЛЬ ИНТЕРНЕТА В СОВРЕМЕННОМ ОБЩЕСТВЕ

The Internet has had a relatively brief, but explosive history. It grew out of an experiment begun in the 1960's by the U.S. Department of Defense. They wanted to create a computer network that would continue to function in the event of a disaster, such as a nuclear war. If part of the network was damaged or destroyed, the rest of the system was still able to work. Moreover it was necessary to take into account the problems of privacy of the information transmitted in a network. There were two concepts of creating such a network. The founders of these concepts were Leonard Kleinrok and Josef Liklaider (Batch transfer, Galactic network).

That network was ARPANET that became the forerunner of today's Internet. Today this network covers the whole world. And practically every person of any country has the possibility to connect through the Internet, where there are millions of websites and billions of web pages.

The most widespread way of using the Internet is searching for information. Imagine the situation: you want to make a cake, but you don't know all the ingredients that you need to do it. You connect to the Internet, enter words like "making cakes" and in some minutes you will be able to get hundreds of recipes. Besides, the Internet is a bottomless source of information about cars, space, computers, Russian and foreign literature, history, and what not. It's like a huge encyclopedia where you can find everything from occurrence of the Earth to last research on Mars.

One of the top-priority goals of the modern society saturated with the Internet is to fight computer crimes. According to the U.S. expert statistics, in the U.S.A. an average damage is \$3.2 thousand (a physical bank robbery), \$23 thousand (a swindle) and \$500 thousand (a computer crime). The majority of people think that all computer crimes are committed by hackers and most of them think that hackers are criminals of the electronic age. All of them are deeply mistaken. None of them know that there is an official charter of hackers who have their own manifesto that says: "Information should be accessible to all; judge hacker on his actions, but not about his appearance, age, race, a floor, a social standing; computer serves for creation of works of art and beauty; computer may change your life to the best; access of the information that concerns other people is forbidden."

To do much harm is not their purpose. Those who commit computer crimes are very clever but very lazy programmers, who don't want to work much and strive for easy money. For example in 1993 during the big radio-competition in Los Angeles three American teenagers grasped a telephone exchange, blocking the line so that only their calls could pass. That day they "won" two Porches, some permits to Hawaii and 20 thousand

dollars. According to statistics, the majority of criminals are at the age of 16 and 25.

The second problem of the Internet is the development of the porno industry. In my opinion, sites of such orientation litter the Internet and damage the young generation. Moreover, once you enter the porno site, it will be rather difficult for you to get rid of it, because every time when you want to download your page, the porno page will be automatically loaded.

Nowadays most people still connect to the Internet using 56 Kbps modems and telephone lines. Because the data-carrying capacity of telephone lines can be low, receiving electronic data may take a long time. New technology promises to address this problem. Probably soon we will be able to see new kind of the Internet and it will be called Internet 2. The main advantage of this network is that its data carrying capacity will be 45,000 times faster than that of a 56 Kbps modem than we use now.

Доклад посвящен роли Интернета в современном обществе, а также основным причинам его появления. Сегодня эта компьютерная сеть получила широкое распространение в кредитно-денежной системе, а также среди населения. Однако, несмотря на все положительные аспекты, Интернет имеет и негативные стороны. Это, прежде всего, развитие порноиндустрии и опасность хакерских атак.

*П.Н. Улитёнок  
БГЭУ (Минск)*

## THE PSYCHOLOGY OF COLOUR IN BUSINESS

### ПСИХОЛОГИЯ ЦВЕТА В БИЗНЕСЕ

**"The right colour is worth a thousand words"**

Colour and colour psychology is the topic that has fascinated different people for a long while. Marketing specialists spend oodles of time to determine what colours best "sell" their products. Interior designers weigh the soothing properties of pink versus the creativity-enhancing properties of grey, the warmth of brown versus the coolness of blue.

In today's modern world, for every company it's absolutely clear that successful colour solutions for corporate image, product development, packaging, branding, uniforms and interior design are extremely important for its prosperity.

In advertising and presentations colour is one of the most effective tools. Psychologists have suggested that colour impression can account for 60 % of the acceptance or rejection of a product or service.

Colour has become so integral to marketing that nothing is left to whimsy. Some colours appeal to women, others to men. Some colours are very comforting to the eyes, others are irritating. Some colour combinations grab your attention, others make you turn away. All things