

Despite the secrecy, Internet-savvy parents have more and more tools to decipher the code, causing a kind of chat-and-mouse game. Befuddled by lingo seen through monitoring software or over their kids' shoulder - like "wu" for *what's up*, or "plox" for *please*--parents are turning to sites like NoSlang.com, Teenangels.org and Teenchatdecoder.com for their acronym dictionaries.

As there is now such an opportunity for parents to browse some internet sites and obtain more information about the meaning of some acronyms, kids have had to adapt their terms to avoid detection. Indeed, teen trends change fast, and that makes it harder for parents to keep pace.

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NATIONAL FEATURES OF PR-EVENTS TO CELEBRATE A HOLIDAY «THE CITY DAY»

What makes so many people gather together in the open air? What calls them on the squares and streets of the cities, unite into groups and make them sing, dance, and play? Engels said that "the folk festivals gather people for mutual refreshment of everyday routine and for youthful fun."

The purpose of this research is to study and to show the difference between preparations of PR-campaign to celebrate the City Day. We have examined PR-events of Minsk, Riga and Moscow.

A modern informative society really needs to celebrate holidays as the population of the Soviet Union did. A mass holiday is a social and cultural event that helps businessmen, authorities, Mass media and ordinary people to feel united.

Each city in the world has its own history, rich traditions and multinational color. Every century villages became the cities, and small cities became the metropolises. The City Day is the largest by the number of people who celebrate this holiday, the most fabulous in scale of its preparation!

As a research technique we used a comparative analysis based on empirical data.

This research gave us the following results:

— Celebration of this holiday in cities above mentioned is the end of August-the beginning of September.

— The City Day of Riga is well-known by its different topics and slogans, City Day of Moscow and Minsk – doesn't.

— The main priorities of celebrating the holiday in Riga are good mood and originality, in Minsk – importance of the holiday, in Moscow — grandiosity.

— But the main difference is an organization of PR-campaign to celebrate the City Day and mood after holiday.

— It is important to mention that budget committed to the holiday in Minsk and Moscow doesn't correspond to its program. They use a lot of money but gain too less value.

— A common feature in all these cities is trade-fairs; devoted to the folk art.

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