

But on the other hand we can't but admit that not every telephone owner is able to communicate effectively and with high competence. These skills leave much to be desired. The art of telephone conversation is as important as the art of «face-to-face» communication.

It goes without saying that speaking on the phone we should follow some definite rules and instructions. These rules are as follows:

1. Mind, you phone at the time convenient for you, and not always for your interlocutor. That's why don't be offended if asked to call back later.

2. Don't forget to introduce yourself at the very beginning of your conversation.

3. If you phone the person who asked you to do it, but this person is not available at the moment, leave a message for him.

4. Never speak on the phone while eating or drinking.

5. If you are speaking on the phone and at this moment another person phones, you should try to finish your first conversation and then to answer the other call. If you can't do it in this way you can ask the second person to call back later. (In any case you shouldn't ask the person you are speaking to to wait.)

6. If somebody asked you to phone, please, don't forget to do it as quickly as possible.

7. While speaking on the phone, try to be polite and tactful.

8. When you have an important meeting, and your mobile phones, ask to call back later.

We should also mention that our world is extremely changing with every passing day. Today we are living in the new atmosphere that is full of modern technologies and important events. That's why we need to have fast and precise information for quick solving of everyday problems. The telephone is one of those things that simplify the process of communication and make our life easier.

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BELARUSIAN FOREIGN POLICY: GOALS AND PRIORITIES **ВНЕШНЯЯ ПОЛИТИКА БЕЛАРУСИ:** **ЦЕЛИ И ПРИОРИТЕТЫ**

Рассматриваются приоритетные позиции Республики Беларусь во внешней политике. Эффективная внешнеэкономическая деятельность укрепит связи с европейскими государствами. Обосновывается необходимость поддерживать и развивать отношения с Ев-

ропейским союзом, Европейским банком реконструкции и развития, Организацией Объединенных Наций. Сотрудничество с этими организациями поможет белорусским производителям поставлять свои товары на более широкие и конкурентоспособные рынки.

The most significant component of the Belarusian state's activity in the international arena is economic diplomacy setting as its prime objective to promote development of the domestic economy and its integration into the world economy. A powerful center of force — the European Union — is now developing in the European region. All European states are now influenced by that process. The Republic of Belarus regards the process of rapprochement of the European states as the framework for developing good partner relations both with Eastern and Western countries.

The principal targets of the Republic of Belarus in the field of foreign policy are as follows: promotion of all-round cooperation with foreign states, mutual consideration and observance of interests of all international community members; strengthening bilateral and multilateral cooperation with the Commonwealth of Independent States member-states; active participation in the European political and economic processes, promoting regional and global security; building bilateral and multilateral relations with the states and international organizations based on the international law; voluntary joining and participation in interstate entities; strengthening the international positions corresponding to interests of the Republic of Belarus as a European state; promoting favorable foreign-policy environment for improving well-being of the citizens of Belarus, developing political and economic potential of the state; promoting establishment of a stable, just and democratic world order based on rules of the international law.

In its interrelationship with the European Union Belarus is ready cooperate as close as the EU would like to. The EU expansion can solve the majority of all-European problems. A long-term strategic aim of Belarus is the membership in the European Union. With the account of the EU expansion to the East this question is steadily becoming an issue of top-priority. The analysis of the EU integration experience is of great significance as well.

According to experts, the total share of the EU member-states in Belarus foreign trade turnover will be continuously growing in future.

The accumulated experience and significant potential of interaction between the Republic of Belarus and the United Nations allows us optimistically to look into the future of this priority direction of the foreign policy of our country. Being a founding member of the United Nations, Belarus intends to further promote sustainable and efficient

functioning of the largest universal organization in the interests of all its members.

The Republic of Belarus is developing a consistent cooperation with the European Bank for Reconstruction and Development in view of national interests, proceeding from understanding that cooperation with the Bank is a component of transformation of national economy and its integration into the world economy.

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SMALL BUSINESS IN BELARUS: PAST AND PRESENT **МАЛЫЙ БИЗНЕС В БЕЛАРУСИ ВЧЕРА И СЕГОДНЯ**

Данная работа посвящена роли малого бизнеса в экономике Беларуси. В ней рассмотрены экономические и социальные аспекты его функционирования, анализируется его состояние на сегодняшний день, приводятся сравнительные характеристики развития по различным отраслям.

Small business in Belarus exists in two forms: legal persons and individual entrepreneurs. An enterprise is defined as small provided it has the medium-size number of employees: 1) in industry and in transport — up to 100 people; 2) in agriculture and research-and-production sphere — up to 60; 3) in construction and wholesale trade — up to 50; 4) in public catering, household service and retail trade — up to 30; 5) in other branches of the non-productive sphere — up to 25.

Economic functions of small business are the following:

- the function of an employer: according to the data of the UNO, small businesses create jobs for about 50 % of all the working population in the world; therefore they can lower unemployment and reduce social tensions in the country;

- the function of a producer of goods and services;
- the function of a catalyst for technological progress;
- the function of a taxpayer;
- the function of creating competitive conditions in the market.

The social significance of small business is also great:

- a lot of people can realize their creative potential;
- small business can provide employment to socially vulnerable people, e.g. the disabled, pensioners, refugees, etc.;
- small firms can employ people without working experience.

The current situation with small business in the Republic of Belarus has the following distinguishing feature: alongside a certain