

income or distribution; it is also voicelessness and powerlessness, the fear of losing one's income, the uncertainty of social, political and economic outcomes.

Economic growth continues to be central to poverty reduction. As proposed by the World Development Report 2000\2001, attacking poverty requires actions in three areas: *opportunity, empowerment and security* - at the local, national and international levels.

*Opportunity* means adopting policies to stimulate growth and taking actions to expand poor people's assets such as increasing the share of public resources received by the poor, improving the quality of services and implementing land reform programs-from redistribution to land titling. Microfinance institutions access to information, technology, simplifying tax can help expand the market opportunities for the poor.

*Empowerment* means strengthening democratic and participatory mechanism, focusing public actions on social priorities, making legal systems accessible and "responsive to poor people, curbing corruption and harassment and supporting effective and participatory decentralization.

*Security*, public health campaigns, restricting arms sales, reducing the sources of volatility in capital flows can help prevent major shocks such as epidemics, violent conflicts and financial crisis.

Данный доклад на тему "Бедность и пути решения этой проблемы" дает яркое представление о том, что же такое бедность (унижение, вынужденность принимать грубость и быть зависимым, безразличие со стороны других людей) и какие последствия она вызывает (недостаток информации, образования, медицинского обслуживания, СПИД и другие болезни, беспризорные дети и т.д).

В докладе представлен один из путей решения проблемы бедности, а именно: экономический рост, который продолжает быть самым важным.

Мировой Банк предлагает воздействовать на три области: возможности, полномочия и безопасность на местном, национальном и международном уровнях для решения данной проблемы.

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**MARTIN LUTHER KING'S "I HAVE A DREAM" AS A MANIFESTO  
AND RHETORICAL MASTERPIECE  
(РЕЧЬ МАРТИНА ЛЮТЕРА КИНГА "У МЕНЯ ЕСТЬ МЕЧТА"  
КАК МАНИФЕСТ И ПРОИЗВЕДЕНИЕ ОРАТОРСКОГО ИСКУССТВА)**

In 1963 in the USA there was an upsurge in civil rights movement of African Americans that peaked on August 28 when 250,000 people

of all races marched to Washington, D.C. to demand that the nation keep its pledge of "justice for all". The highlight of the event was Dr. Martin Luther King's speech "I Have a Dream" that is remembered both as a manifesto and a brilliant example of the art of speechmaking.

The paper discusses the events underlying the speech and its historical significance, special emphasis being made on the analysis of its language variety and stylistic peculiarities.

What makes this speech great is humanitarian ideas that were voiced in the correct place and time as well as the way these ideas were brought to the public. Throughout his life Dr. King pursued the ideas of brotherhood, justice and equality for all, emphasizing that justice should be reached neither through violence nor through "the cup of bitterness and hatred" but through "dignity and discipline".

Dr. King was not just a black person with humanitarian thoughts. He also was a man of tremendous rhetorical talent, the one who had worked out his own effective style of public speaking.

Rhetoric competence in matters of style means artistic selection of words, phrases and sentences that clearly, appropriately and powerfully express your ideas. "I Have a Dream" gives numerous examples of such stylistic devices.

1. Dr. King brilliantly succeeded in making his speech "instantly intelligible". First of all, he used words that were meaningful, on the one hand, and very simple, on the other. Secondly, he framed the sentences that were easy to follow, and thirdly, he masterfully arranged the sentences into unified groups.

2. For effective public speaking it is critically important to mind place and audience. The people who Martin Luther King was speaking to were marchers who needed an uplifting message that is why he chose the inspirational style. The speech of equality and fair play also well fit the place - the Lincoln Memorial.

3. Applying figures of sound to promote both deeper analysis and fuller persuasion, one of these being *alliteration*. Dr. King creates a phrase that contains words starting with the same sound, for example, "dark and desolate valley".

4. Figures of grammar employed to create interest and clarity are *substitution* of unusual words for ones normally used, for example a phrase "*citizens of color*" for a Negro, and *repetition* and use of *parallel structures*. Martin Luther King extensively used the latter in the speech to reinforce his message.

5. Among figures of style used in the speech under consideration we find fine examples of *metaphors* and *allusions*. A metaphor is a de-

scription of one thing in terms applied to another. Dr. King creates a great metaphor of "a bad check" that perfectly shows what he is trying to say. This metaphor is based on a range of financial terms, as *to cash a check, promissory note, fall heir, deflated, insufficient funds*, etc. Allusion is a reference to some striking event or past person in history. The speaker refers directly to the extract from the Bible - the words said by John the Baptist before the coming of Jesus Christ, thus highlighting the importance and truthfulness of his words.

Another thing that draws attention in Dr. King's speaking skill is his ability to cultivate a style that provides variety within the framework of concrete and specific words. A concrete style of talking is one that makes ideas specific and real.

It is obvious that style means a lot on the way to success in speechmaking. It gives force to argument and helps you to build close relations with your listeners. Your style is what merges your mind to the minds of listeners.

В работе анализируются стилистические особенности речи Мартина Лютера Кинга "У меня есть мечта", которая считается вершиной ораторского искусства; приводятся выводы о значении стиля в публичных выступлениях.

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## **GENETICALLY MODIFIED ORGANISMS: FOR AND AGAINST (ГЕНЕТИЧЕСКИ МОДИФИЦИРОВАННЫЕ ОРГАНИЗМЫ: ЗА И ПРОТИВ)**

This paper deals with the problem of the usage of genetically modified organisms (GMOs) in mass production. The questions over the safety and importance of GMOs are broadly discussed by scientists all over the world. But it is still not easy to give a definite answer whether GMOs are the most highly regulated food in the history of humankind or the most dangerous and unpredictable discovery of modern civilization.

First discovered and produced in America, the GMOs soon spread all over the world thanks to their ability to solve the vital problems of our contemporary life. Based on biotechnology and the elements of genetic engineering the GMOs can be extremely valuable to the farmers and entire economies of developing countries. With 800 million people chronically hungry and the world population expected to hit nine billion people in 50 years, biotech foods can be a good solution since they