

V. Neusikhina, P. Krotovich
В. А. Неусихина, П. С. Кротович
БГЭУ (Минск)

Научный руководитель Л. В. Бедрицкая

THE CHINESE IN BELARUS

КИТАЙСКИЙ НАРОД В БЕЛАРУСИ

The purpose of our work is to figure out what helps Chinese people to adapt to Belarusian culture. There are three key factors, which determined the strategic character of the development of the Belarusian-Chinese relations:

- First, our relations have never been strained either in the last 20 years or in previous decades when Belarus was part of the USSR.
- Second, China has always been a predictable and reliable partner for Belarus.
- Third, Belarus has always been a predictable and reliable partner for China as well.

Belarus is a country with a favorable geographic position, peaceful, industrious and educated people, who respect and love China and the Chinese.

First of all it should be said, that both China and Belarus are high-context countries. That leads to some similar features. They are relational, collectivist, intuitive, and contemplative. People in China and Belarus emphasize interpersonal relationships. These cultures prefer group harmony and consensus to individual achievement. Words are not so important as context, which might include the speaker's tone of voice, facial expression, gestures, posture — and even the person's family history and status. Both countries are more concerned with the means than the end, with the process more than the goal. One of the time-honored traditions of the Chinese is the recognition of the dead. Once a year, all members of a family visit the gravesites of each ancestor and pay their respects. Honoring ancestors is very important in Chinese culture. The situation is the same in our country.

Despite the fact that our countries are on different sides of the Eurasian continent, there are traditions that are inherent in the Belarusian and Chinese art: the art of paper cutting, folk art, some types of arts and crafts.

Next, we can't help mentioning common features of Belarussian and Chinese people:

1. Hard-working

Belarusians are the most industrious people in the CIS (past Soviet Union countries). This is not surprising, since from childhood young Belarusians cultivate respon-

sibility and accuracy to their work. The same for Chinese people. From childhood they have to study hard practically without any rest to go to a good university, because competition is really high.

2. Emotionless

We usually have our opinion on an issue but rest assured, we know how to keep it to ourselves or, at most, share it with the closest ones. Chinese people also tend to hide their emotions from people, even within the family it's rather hard to say «I love u».

3. Patient

As for Belarussian people there is no need of explanation. The same for Chinese people — the practice «cold shower» approach. They stop, think, listen some more, sleep and only after that they can give any reaction.

But it will not be true to say, that cultures are completely the same. First of all — holidays. Actually, the holiday that differs the most is New Year. Although the Chinese have their own Chinese New Year, they do have a holiday on the 1st of January. It is celebrated in spring and it always has different dates because in Chinese traditions New Year starts on the first day of the first month according to the lunar calendar. Chinese philosophy is more focused on group values rather than personal ones. That's why it's unacceptable for Chinese people to stand out of the crowd. So, the Chinese are people who aren't used to taking compliments easily. You wouldn't be surprised if we say that Belarus is more open-minded than China. Some Chinese customs can be unusual for us. The Chinese take great pride in taking care of themselves, and tipping can be considered offensive for fear that they look poor. While in our country it's usual practice. Another special feature is that China is less focused on respecting and accepting cultural diversity. You will often see women and even men holding hands while walking down the street, or walking arm in arm. This is not a romantic gesture, but a friendly one. In China, it is quite normal to hold close onto friends and even co-workers when you are walking together and talking.

We have conducted a small survey aimed at revealing how the Chinese adapt to our country and how they get along with the Belarusians, what difficulties they come across and what in general surprises them the most.

To tell the truth, the results turned out to be as we have expected. Belarussian and Chinese people have a number of things in common but still there are obviously many more differences. So we can conclude:

1. We have quite similar mentalities that's why it's easy to get along with and make new friends. The most common traits of character are collectivist, hard-working, responsible and inquisitive.

2. We don't pay much attention to difficulties in understanding almost different culture as culture is what attracts us both in China and in Belarus. So Chinese traditions, customs and cuisine are extremely popular with Belarusians. Chinese students in their turn can't forget "Night of Kupala" and potato pancakes.

3. The only difficulty the Chinese have come across in Belarus is the language. Russian language sounds very unusual to them, but still they are eager to learn it with a help of Belarusian students who also with passion learn Chinese language.

<http://edoc.bseu.by>

D. Ovchinnikova
Д. Д. Овчинникова
БГЭУ (Минск)

Научный руководитель Ю. М. Савчук

FASHION AS A REGULATING TOOL OF CONSUMER BEHAVIOR

МОДА КАК РЕГУЛЯТОР ПОТРЕБИТЕЛЬСКОГО ПОВЕДЕНИЯ

Nowadays rapid development of the world and national economies provokes the improvement of fundamentally new types of consumption. Thus, the service sector expands, the range of goods grows infinitely, renews and improves at a qualitatively new level. Competition is still based on the struggle for the consumer and stimulating demand. In this regard, consumerism is becoming a style not only of consumption but also of a lifestyle, sociologically reflected in the form of a value revolution and an eternal consumer race.

The relevance of the following research is the impact of fashion on consumer behavior formation and the existence of fashion feedback with the economy. The object of the following scientific study is consumer behavior in terms of economic and sociological fields and their interaction. The aim of the following research is to illuminate the circumstances of the fashion formation as a phenomenon of modern society. We establish the following tasks: to identify the relevance of fashion; to analyze the consequences of the phenomenon; to give a universal definition of fashion; to identify principles of fashion influence.