

тэрмінаў, якія ўяўляюць сабой афіцыйныя навуковыя найменні спецыяльных паняццяў, прафесіяналізмы ўспрымаюцца як «паўафіцыйныя» словы, якія не маюць строгага навуковага характару.

Кожны сучасны паспяховае бізнесмен – выдатны аратар. Прадпрымальнікі, якія дасканалы валодаюць вербальнымі і невербальнымі інструментамі камунікацыі, зарабляюць значна больш сваіх абдзеленых падобнымі талентамі канкурэнтаў.

Галоўнае правіла паспяховага бізнесмена – кожнае слова ў бізнесе адыгрывае важную ролю. Уменне зачароўваць яркім публічным выступленнем, натхняць крэатыўнымі ідэямі, накіроўваць на патрэбны шлях – гэта цэлае мастацтва пленных зносін, а таксама эфектыўны інструмент для дасягнення мэты. Авалодаць гэтым мастацтвам можа любы чалавек. Галоўнае – мець вялікае жаданне і добрага коуч-трэнера.

Такім чынам, патрабаванні да аратарскай гаворкі: прастата і яснасць выкладу; паслядоўнасць і выразнасць тлумачэння; перакананасць і лагічнасць прыведзеных довадаў. Патрабаванні да формы аратарскай гаворкі: выразнае вымаўленне; нармальны і сярэдні тэмп; суразмернасць сілы голасу; змена тэмпу, уменне зрабіць паўзу, каб даць магчымасць суразмоўцу асэнсаваць сказанае вамі; багаты слоўнікавы запас і адсутнасць лішніх слоў ці выразаў.

Паспяховае дзейнасць арганізацыі, яе імідж у пэўнай ступені залежаць ад таго, наколькі правільнай мовай размаўляюць яе кіраўнікі і служачыя, наколькі граматычна і літаратурна яны вядуць перапіску. Немагчыма пераацаніць значэнне гаворкі (славеснага маўлення) для кіраўніка.

UDC 336.153.11

Rodion Pyatkin

(the Republic of Belarus)

Scientific advisor N.V. Dakuko, senior teacher
Belarusian State Agrarian Technical University

COMPETITIVE ENVIRONMENT

One thing almost all businesses have in common is competition. In order to effectively compete with each other businesses need to under-

stand and effectively analyze their competitive environment.

A competitive environment is a market structure in which companies selling similar products use varying distribution channels and pricing strategies to court buyers. A competitive environment consists of companies competing for market shares.

In market environment, companies should look to be what is known as market centred, which means they should not only look to understand their consumers but also understand their competitors.

By analyzing the competitors, companies can ensure that they are developing products or services that are wanted and needed by their target market.

Two main types of competitors can be distinguished: direct and indirect competitors. Direct competitors are businesses that offer the same or similar products or services. Indirect competitors are businesses that offer different products or services, but they can still compete.

Competitive environments affect each business's production practices and marketing strategies.

In competitive environments businesses must constantly monitor a competitor's products' price points, quality, features, and marketing. Businesses must create competitive strategies that set them apart. This might include finding a more specific target market, setting lower prices, or creating new products that speak more strongly to consumers' needs.

Retailers must get creative with bargaining power, partnerships, and marketing strategies. New entrants become other companies' direct competitors.

The four different types of competitive environments include perfect competition, monopolistic competition, oligopoly, and monopoly. Each of these market types have distinct characteristics. Managers need to understand in which type of environment they operate in order to make the best decisions for their business.

In monopolistic competition, multiple companies sell different versions of products, giving consumers many options and allowing businesses more freedom with their prices. Companies will rely on and highlight their products' uniqueness to market them. However, under monopolistic competition, companies have only limited control over price.

A monopoly exists when a single company creates a desired product. The company has complete control over the market because there is no competition, which means it can set prices and barriers for future market

entry. Consumers do not have any alternative and must pay the price set by the seller. Monopolies are extremely undesirable because market forces become irrelevant. However, a pure monopoly is very rare in reality.

Oligopoly means few sellers. In an oligopolistic market, each seller supplies a large portion of all the products sold in the marketplace. In addition, because the cost of starting a business in an oligopolistic industry is usually high, the number of companies entering it is low.

Companies in oligopolistic industries include such large-scale enterprises as automobile companies and airlines. As large companies supplying a sizable portion of a market, these companies have some control over the prices they charge. Because products are fairly similar, when one company lowers prices, others are often forced to follow suit to remain competitive.

In a perfect competition market structure, there are a large number of buyers and sellers. All the sellers of the market are in competition with each other. Each company's business strategy must be highly creative because the market, not the producers, will set the pricing.

The factors of a competitive environment include number of sellers, product features, barriers to entry and price discovery. All these factors impact the level of competition in a certain market.

It should be noted that competitive environment is good because fosters product improvement, marketing techniques, and innovation.

UDC 811

Elizaveta Rublevskaya

(the Republic of Belarus)

Scientific adviser: N.V. Sysova, senior teacher
Belarusian State Agrarian Technical University

LINGUISTICS AS AN INTERDISCIPLINARY SCIENCE

Linguistics is becoming one of the most dynamically developing fields of knowledge in the modern world due to a variety of reasons. Firstly, learning the language and its role in culture is becoming more popular as a result of globalization and the increased interaction between different peoples and cultures. Secondly, new technologies and research methods allow scientists to gain more and more accurate and in-depth knowledge about