

great emphasis is placed on academic achievement so in addition to your name and job title, your business cards should also state any university qualifications you have or any other kind of honor. As for the Middle East, you should always use your right hand, when offering a business card. If the local dialect is Hindi, then you'd not normally need to print one side of the card in that language as most business people who speak Hindi can also speak English.

Broadly speaking, the knowledge of the guidelines stated above is a must if you want to create a positive impression on the business partners with whom you exchange business cards. Without any doubts the way certain cultures perceive business cards is very different. So, if you are travelling on business to foreign countries that have not been featured here, it's important that you find out all you can about the place you are going to. All in all, do your best to treat business cards you distribute and receive from your business associates with respect, no matter whether these items hold a lot of significance in your home country or not; it can make or break a business deal.

INFORMATION AND COMMUNICATION TECHNOLOGIES AND ECONOMIC DEVELOPMENT

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In modern conditions, when the economy of post-industrial society, not only in developed countries but also in developing countries is gradually evolving into the communicative, and communication technologies, more and more attention is paid to the impact of information and public communications. When governments create an environment marked by open and transparent information and communication flows, they help to establish the conditions for economic growth and fairer markets.

The revolution in information and communication technologies (ICTs) offers exciting new opportunities for small – as well as large-scale economic activity.

In fact, ICT is the combination of electronics, telecommunications, software, networks, and decentralized computer work stations, and the integration of information media, all of which impact firms, industries, and the economy as a whole. ICT is comprised of a variety of «communication equipment» which includes radio, TV, and communication equipment and software. Therefore, ICT investment includes «investments in both computer and telecommunications, as well as related hardware, software and services».

At the present time, Information and Communication Technology has become a serious part of economy. Almost all firms and consumers use computers and Internet connection for economic purposes, such as providing consumers with a more diversified and customized products, improving product quality, and selling goods and services. However, country data on computer, cell phone, and Internet users il-

lustrate different ICT diffusion rates across countries and between regions, even among those with the same levels of economic development.

Economic development depends on accessible information and communication at all levels – governments should try to ensure that new information technologies are available to everyone.

The main direction of the impact of information and communication technologies (ICTs) on society is the impact on the structure of the economy, government policy, culture, science and education.

ICT has a major influence on the development of the national economy, and this has the effect of common and significant features in comparison with traditional technologies influence on the structure and growth of the economy.

Development and the role of modern communications in the transformation of the economy into communication require consideration of the main trends and prospects for the global ICT development. Thus, the effects of widespread distribution of ICT have economic and general social and specific personal character. They are intertwined problems of business, labor, family, society. These problems become more complex, since the rate of change of communication is increasing as a result of the spread of new communications often exceeds the capabilities of their perception.

ICTs radically change the human potential in the field of processing, storage, transmission and consumption of information, but at the same time require new skills and new ways of thinking. The presence of a wide range of information resources and communication tools than ever before, leads to the fact that the possession of information has become an important strategic advantage.

However, the realization of these benefits is possible in the development of the economy of communication, formation and development which should be directed to the benefit of society and individual.

THE EFFECTS OF GLOBALIZATION ON CROSS-CULTURAL COMMUNICATION

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Globalization is the interaction and integration among governments of various nations in business, science and culture. It's a process by which businesses, organizations develop international influence largely a result of deregulation and improved communication. Globalization has stimulated growth and prosperity; moreover, it has expanded possibilities for people all over the world. Above all, globalization has made an immense impact on communication. Because of this, humans have to deal with multiple ethnic groups and face lots of barriers. The reasons are obvious: different languages, perceptions, stereotypes, rules, habits, customs. Stuck