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ANIMALISTIC PRINTS IN BELARUSSIAN TRADITIONAL ORNAMENTS

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Belarusian cultural heritage is very rich and diverse. One aspect of its material culture is traditional ornamentation, particularly in embroidery and textile arts.

The subject of the research is animalistic motifs in Belarusian national ornaments. It is an essential part of the country's rich and fascinating customs. These motifs have contributed significantly to world cultural heritage and played a role in shaping Belarusian national identity.

In folk tradition each animal embodied specific qualities: the wolf symbolized evil, the fox represented agility and cunning, the cat signified affection and kindness, the horse stood for diligence, and the bear was seen as rough yet fair. Even today, animal-related superstitions persist: a cat washing itself means guests are coming a hare or cat crossing the road foretells misfortune, a crow's caw brings bad luck, a wolf howling near a home signals impending death, a stork nesting on a farmstead brings good fortune.

These beliefs stem from ancient times when animals were both allies and adversaries of humans. Our ancestors believed that animals could not only bring misfortune but also protect against it, warding off evil spirits. Often, even a schematic depiction of an animal or just a part of it was enough to serve this purpose. For example, roofs were adorned with horse or cow horns and snake silhouettes. Saltcellars and spoons were carved in the shape of ducks.

Weavers also incorporated animal motifs into their work. While traditional woven textiles primarily featured geometric patterns, animal designs were highly stylized and carried symbolic, protective meanings.

Birds in Belarusian Folk Art. Birds were especially prominent in expressing lyrical and poetic themes: doves symbolized love, cuckoos represented grieving widows, nightingales embodied love's song, falcons signified a beloved, eagles stood for heroism.

These images frequently appeared in woven and embroidered works, particularly those with symbolic purposes—such as gifts for loved ones or keepsakes for soldiers.

The cuckoo, in particular, was a symbol of sorrow, often associated with widows mourning lost husbands. This motif is ancient, appearing even in *The Tale of Igor's Campaign* where Yaroslavna laments her husband's absence, wishing to "fly like a cuckoo along the Danube." In embroidery, a cuckoo paired with stars symbolized a mother's grief for a child lost in war or because of illness. Similarly, a lark with a bouquet represented a widow's fate or tragic love.

The dove, a universal symbol of peace, also held Christian significance as the Holy Spirit. In folk songs, male and female doves often represented young lovers.

The rooster, a sacred bird in ancient Slavic belief, was linked to the rising sun and the banishment of evil spirits. Its image frequently appeared on ritual objects, sometimes paired around the Tree of Life or woven into decorative borders.

Stylization and Evolution of Animal Motifs. Early embroideries featured highly stylized, geometric bird silhouettes – some so abstract that their species is unclear. Scholars suggest this reflects ancient pagan symbolism and sacrificial customs. By the 20th century, depictions became more naturalistic, with recognizable pigeons, turkeys, and cuckoos.

The deer is a beloved motif in woodcarving, painting, and straw appliqué, often appearing alongside the Tree of Life, symbolizing eternity. Paired with stars (representing humans), deer may have once served as totems or protective charms. Today, they remain a popular decorative element.

Other animals – horses, hares, cats – also held cultural significance, some as totems, and others as symbols of prosperity, love, or sorrow.

Animal motifs have been integral to Belarusian decorative arts since antiquity, enriching its unique cultural heritage. Traditional embroidery, with its symbolic

animal designs, remains a vital part of Belarusian identity, reflecting the nation's distinct history and artistic legacy.

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中文在国际管理中的作用

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В условиях глобализации и интеграции мировых экономик знание иностранных языков становится важным фактором успешной профессиональной деятельности. Особенно актуальным является знание китайского языка, учитывая растущее влияние Китая на мировой рынок.

На сегодняшний день Республика Беларусь активно сотрудничает с Китайской Народной Республикой, где одними из ключевых аспектов взаимовыгодного сотрудничества являются построение экономических связей (经济联系 jīngjì liánxi), привлечение инвестиций (吸收外国投资 xīshōu wàiguó tóuzī) и создание многочисленных белорусско-китайских концернов (中白众多关切 zhōng bái zhòngduō guānqiè).

Таким образом одним из наиболее перспективных направлений для изучения является международный менеджмент.

Освоение специальности международный менеджмент (国际管理 guójì guǎnlǐ) в Белорусском национальном техническом университете (白俄罗斯国立技术大学 bái'èluósī guólì jìshù dàxué) предусматривает получение знаний о динамике и направлениях развития мировой экономики, тенденциях и специфике международного рынка, логистики, финансовых потоков, социологии, трудового права и информационных технологий.

Однако для работы с иностранными компаниями менеджеру необходимо владение иностранными языками. Английский язык на сегодняшний день является одним из базовых аспектов, определяющих уровень профессиональной компетентности специалиста, в то время как китайский язык только набирает обороты.