

can “read” the emotions of the interlocutor and conduct negotiations as efficiently as possible. It must be remembered that the same gesture in different countries can have different meanings. Example: the nod of agreement adopted in Russia and European countries in Bulgaria, Greece and India means exactly the opposite [2]. Thirdly, the etiquette. When preparing for a meeting with partners from another country, it is necessary to study the norms of greetings and communication, forbidden topics in conversation or gestures during negotiations. For example, in India, when greeting, a person puts his hands to his chest, folded as during prayer. In Japan, one must bow in response to a greeting [3].

Fourthly, features of the dress code. Each country has national costumes and dress code ideas. The appearance of a person forms an initial opinion about him in partners. Sometimes, in order to win over the interlocutor, a person puts on the national costume of the receiving state. Doing so is strictly prohibited, as it may be contrary to religious norms.

**Conclusion.** Thus, we can make a conclusion that when establishing business contacts with foreign partners, you should definitely familiarize yourself with the customs and etiquette of these countries. Knowing some of the national and psychological characteristics of different countries will help you behave in each country in accordance with its rules, make a good impression and, most importantly, achieve success.

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#### PORTALS

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*Резюме – сегодня в мире существует много различных типов порталов. В этой статье мы разберем деятельность порталов и различные типы сайтов, их отличия и методы работы с ними для ведения бизнеса онлайн.*

*Resume –there are many different types of portals in the world today. In this article, we will analyze the activities of portals and various types of sites, their differences and methods of working with them for doing business online.*

**Introduction.** The current stage in the development of information technology is related to the widespread use of the global Internet. As the World Wide Web evolves, so are the types of new websites. To attract users, site owners are trying to maximize resource efficiency, doing something unique and memorable. Let's take a look at what sites are and what they are used for.

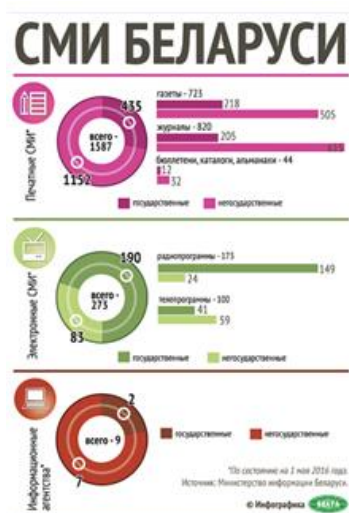
**The main part.** The Internet portal is a "compass on the web", where you can find information for every taste (various reviews, exchange rates, weather, news, games, forums, etc.).

The main goal is to satisfy the user's needs. This is why the portals are divided into:

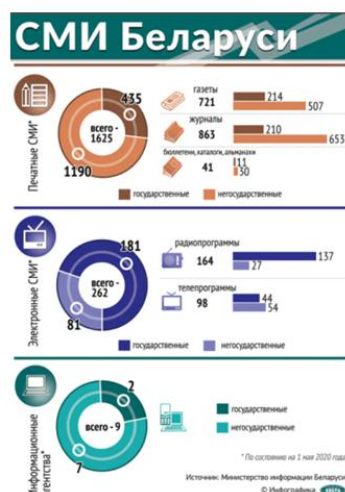
1. Landscape - portals adapted to the user. Their main task is to attract the audience by creating new content, providing new information, etc. (for example, Mail.ru, Google, Yandex, Yahoo).

2. Portrait - portals targeting a narrow range of subjects. The main purpose is to protect the requested information from any spam. It can form its own audience around such a portal, which discusses the topic of interest in the chat [1].

Now, using the data below, we will analyze how the numerical ratio of information portals in Belarus has changed in 2016 and 2020 and find what these changes relate to, as well as estimate how many people these portals reach each day.



Picture number 1 – dates for 2016



Picture number 2 – dates for 2020

Source: СМИ Беларуси | Новости Беларуси|БелТА (belta.by)

Based on the above statistics, we can conclude that the number of information portals in Belarus has practically not changed in 4 years, which indicates that the development of this trend in our country does not prevail, because our population still uses printed sources of information, which significantly reduces the proportion of the use of information portals. For online portals to become

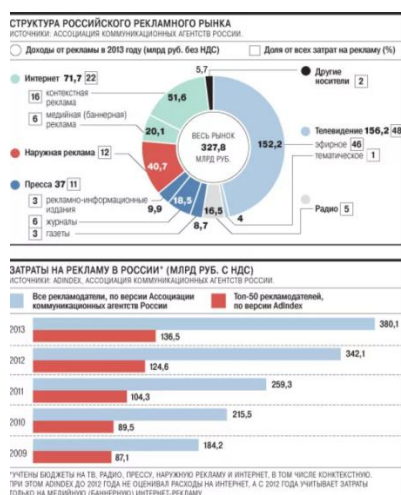
more popular, we need to develop communication links in the country so that as many people as possible turn to digital platforms. (2)

Now we have a new question, what is the difference between a "portal" and a "simple site"?

A website is a web page that provides a specific type of information. For example, a user enters a "white table", and sites that fit their subject matter open. There are a lot of sites:

1. Online store - sites that contain goods and their value, where the user can choose the thing, product, item, etc. And order it.
2. Game services - sites for players. Online games are very popular these days so it is not surprising that this type of site has received such coverage.
3. Business card - the company's website, where you can find out all the information about the company (for example, job vacancies, services, contacts, etc.)
4. Blog - A site for a personal person who uploads any information, posts, videos, etc. (3)

As you know, the big players in the advertising field use both different websites and portals to advertise, and now we will compare the cost level of the Russian advertising market and the Belarusian market for promoting various goods and services on these platforms.



Picture number 4 – Russian market Picture number 5 – Belarusian market  
 Source: Медиарынок 2020: пандемия, e-commerce и трансформация контента (sostav.ru), MonitoringsostoyaniyarinkapechatnihSMIipoligrafii\_2020.pdf (mos.ru)

As we can see, the numbers are huge in both markets, but the Russian market spends a lot of money on advertising in all areas of activity, which brings them more potential buyers. The Belarusian market should not be stopped, rather more platforms such as portals and websites should be developed, after which we will be able to catch up with the Russian market.

**Conclusion.** The development of hardware and software technologies has made the Internet extremely popular and allowed it to take a leading position. It can be concluded that the Internet portal is a more complex platform, and it is reviewed on several regular sites. The overall structure of the site and the portal

are very similar, but their reporting capabilities are still different. The existence of Internet portals has greatly simplified the process of selecting and obtaining information. Despite the shortcomings of the sites, this is a leap forward and one of the inventions worthy of humankind, because now and throughout the twenty-first century, there is a great demand for sites.

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### INFORMATION AND KNOWLEDGE IN THE ECONOMY OF OUR TIME: TRANSITION TO THE KNOWLEDGE ECONOMY

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*Резюме – данная статья раскрывает понятия человеческого капитала, знаний и информации в современном понимании и освещает переходный этап Республики Беларусь к экономике знаний, а также необходимость соответствия современным постоянно меняющимся тенденциям.*

*Resume – this article reveals the concepts of human capital, knowledge and information in the modern sense and highlights the transition stage of the Republic of Belarus to the knowledge economy, as well as the need to comply with modern constantly changing trends.*

**Introduction.** The success of enterprises and organizations in our time depends on the skillful use of intellectual capital. Intellectual capital consists of human and structural capital [1]. The derivatives of human capital are grouped into structural capital. Human capital includes: knowledge and skills, creativity, moral values, work culture, etc. Structural capital reflects everything created, developed and reproduced by a person. The potential of human capital lies in the transformation of the received information into knowledge, followed by the implementation of the received knowledge into knowledge-intensive competitive products and services.

**Main part.** The formation of a new economic paradigm for the development of the world community is based on the development of the knowledge economy as the dominant component.

The emergence of the concept of "knowledge economy" is associated with the spread of the concept of post-industrial society. Knowledge and knowledge-intensive projects are becoming one of the most important products of social production, and the modern economy is becoming dependent on successfully