

русского рубля, повышение Национальным банком (НБ) Республики Беларусь ставки рефинансирования и привязка к корзине валют. Из-за включения нестабильного российского рубля в нашу валютную корзину у НБ Республики Беларусь появилась законное основание «опускать» белорусский рубль.

Должны быть произведены важнейшие структурные реформы для повышения эффективности и конкурентоспособности экономики Беларуси. Эта реформа предусматривает:

- приватизацию в размере порядка 4,5 млрд долларов США в 2014 году (за счет продажи неплатежеспособных и малых предприятий);
- частичное увеличение возмещения затрат на оплату коммунальных и транспортных тарифов в 2013–2015 годы (компенсируемое дополнительным повышением заработной платы);
- постепенную отмену некоторых ограничений цен потребительских товаров к концу 2014 года (несколько было отменено в ноябре);
- дальнейшую передачу директивного кредитования банку развития;
- либерализация цен и зарплаты;
- меры в поддержку развития частного сектора (в том числе сокращение размеров органов государственного управления, дерегулирование и приватизация).

Достигнут значительный прогресс в применении передовой международной практики и прозрачных приватизационных процедур для привлечения надежных инвесторов по программе приватизации, разработанной в рамках программы МВФ и реализуемой в сотрудничестве с Всемирным банком.

Республика Беларусь намерена и далее последовательно развивать сотрудничество с МВФ, исходя из понимания того, что сотрудничество с международными финансовыми структурами является неотъемлемым условием быстрее реформирования национальной экономики и интеграции ее в мировую экономику.

NONVERBAL COMMUNICATION OF POLITICIANS

Д. А. Светилова

Communication experts generally agree that when people are engaged in a face-to-face conversation, only a small fraction of the total message they share is contained in the words they use. A large portion of the message is contained in vocal elements such as tone of voice, accent, speed, volume, and inflection. The largest part of the message – and arguably the most important – is conveyed by kinesics, or the combination of gestures, postures, facial expressions, and clothing. The difference between the words people speak and

understanding of what they are saying comes from non-verbal communication, otherwise known as "body language". By developing an awareness of the signs and signals of body language, people can more easily understand others, and more effectively communicate with each other [1].

How the non-verbal communication items are used by political leaders is the starting point and the question under the research. Today nonverbal communication items are effective to create a political image.

Politicians need to know how to speak two languages expertly – verbal language and body language. For aspiring politicians, the knowledge how to engage and reach the masses with their ideas and beliefs is essential. But what to say is just as important as how to say it.

Nonverbal communication – facial expressions, voice, tone and body language – is important for all aspects of an ambitious politician's career especially his public speaking, networking, media appearances and fundraising.

A politician's nonverbal behavior during debates or speeches is a major contributing factor to the audience's lasting impression.

To make a good impression politicians should follow some rules of body language.

A mistake politicians make all the time is that they look down at their notes either in between points of a debate or when they are nervous. When you look down, you also bow your head, which is a sign of submission. Submissiveness is the last thing a candidate wants to portray. So to look strong and optimistic politicians should always keep their head and chin up which is a powerful nonverbal position [2].

An old tip that many politicians are taught is to make small waves or acknowledgement gestures to the crowd as they approach their podium. B. Obama often does this as he walks out onto stage. This is a powerful move because it is a subtle way of showing social proof and popularity. It shows that the speaker has supporters in the audience and he is friendly and relatable.

Our brains pay far more attention to hands than most people realize. From an evolutionary standpoint, this makes complete sense – if we want to know if someone is safe, we look to see if they are holding a weapon. Therefore, it makes us nervous when we can't see someone's hands. Politicians should always keep their hands visible, it helps with likeability and trust for viewers.

When people are nervous they often try to cover it with a smile. This is not a bad thing – as smiling does help establish rapport. A one-sided mouth raise or smirk is the universal micro expression for contempt, hatred or disdain. So, politicians should give a full smile at the start and end of the interview, but do not overdue it so as not to look inauthentic or submissive.

Nonverbal communication as being a fundamental aspect of communication means that nonverbal symbolic codes are applied in relations in daily life. According to D.B. Givens, when we speak (or listen), our attention is focused on words rather than body language. But our judgment includes both. An audience is simultaneously processing both verbal and nonverbal cues [3]. It is revealed in the research that 38% of communication is comprised of audio codes, 55% - body language and only 7% - words. As it can be seen, importance of nonverbal communication is undeniable and worth careful research and analysis.

Литература

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PECULIARIDADES DA POLÍTICA EXTERIOR DO BRASIL NO FIM DO SÉCULO 19 – NO INÍCIO DO SÉCULO 20

В. И. Свидерский

No início do século 20 os países da América Latina atrasavam-se em desenvolvimento económico e social em comparação com os países europeus e os Estados Unidos da América. A oligarquia possuía toda a plenitude de poder.

A tendência comum na política exterior dos países da América Latina é que as atividades da política exterior eram respostas pelas ameaças ou pela invasão dos países estrangeiros ou estavam ligadas com as relações entre os países limítrofes.

No fim do século 19 – no início do século 20 o Brasil mantinha relações mais largas com países estrangeiros de que com outros países da região da América Latina. Em 1891 o Brasil tinha 9 consulados-gerais da primeira classe (em Hamburgo, Nova Iorque, Buenos Aires, Antuérpia, Paris, Liverpool, Genebra, Lisboa, Montevideu), 10 consulados-gerais da segunda classe (em Trieste, Santa-Cruz, Valparaiso, Copenhague, Barcelona, Rotterdam, Iquitos, Genebra, Halifax), 24 consulados e 21 missões diplomáticas por todo o mundo (incluindo em Alemanha, Portugal, Bélgica, Espanha, Vaticano, México, Paraguai, Japão).

Naquela altura os objectivos principais da política exterior do Brasil eram:

- 1) a ideia da superioridade sobre os países limítrofes,
- 2) fortalecimento da hegemonia regional,
- 3) independência do comércio exterior,