

cannot be overruled by the Constitutional Court, which absolutely paralyzes functioning of this body.

In conclusion, only in the Tunisian new Constitution of 2014, we can see some articles close to liberal perspective, in Syrian new Constitution of 2012, there is no tangible change between the old one and the new one. In reality, Arab Spring aggravated Arabs' life with terror and instability. Furthermore, the changes of political system never came out of a liberal constitution, thus, Arab Spring showed us that changes never result from overthrowing regimes or leaders, changes occur when people's mentality changes and they start to understand the meaning of democracy.

## **ANALYSIS OF THE PERCEPTION OF CONFLICTS THROUGH THE MEDIA**

**В. С. Шавкало**

«More than 80 people have been killed in a suspected chemical attack on the rebel-held town of Khan Sheikhoun in north-western Syria». [2]

The main version, considered in the world press, is the bombardment with chemical ammunition in the village of Khan Sheikhoun in the province of Idlib, which was arranged by the aviation of government troops Bashar Assad.

Syria has been in a state of grave and bloody civil war for several years now, and it is very difficult to obtain reliable operational information from the war zone. Nevertheless, the testimonies of eyewitnesses came to the press. «Mohammed Rasoul, the head of a charity ambulance service in Idlib, told the BBC that he heard about the attack at about 06:45 and that when his medics arrived 20 minutes later they found people, many of them children, choking in the street». [2]

A Syrian military statement, published by state media, expressly denied the use of «any chemical or toxic substance» in Khan Sheikhoun on Tuesday, adding that the military «has never used them, anytime, anywhere, and will not do so in the future».

Russia, which has carried out air strikes in support of President Assad since 2015, meanwhile said the Syrian air force had struck Khan Sheikhoun "between 11:30am and 12:30pm local time" on Tuesday, but that the target had been "a large terrorist ammunition depot" on its eastern outskirts.

«On the territory of the depot, there were workshops which produced chemical warfare munitions,» claims Russia, without providing any evidence. «Terrorists had been transporting chemical munitions from this largest arsenal to the territory of Iraq». [3] It was also not clear why there was five hours' difference between the time of the strike reported by multiple witnesses and that stated by Russia.

Moscow's short account gave no evidence for its suggestion that a group was sending chemical weaponry to Iraq. So-called Islamic State, which has used the blister agent sulphur mustard in Syria and Iraq, is not present in Khan Sheikhoun.

Speaking on Fox News, Trump attacked his Russian counterpart Vladimir Putin for his support of disgraced Syrian President Bashar al-Assad, who, the US believes, was responsible for a chemical attack on his own people.

«Putin is backing a person that is truly an evil person» – said Trump in a live broadcast. [4]

«After weeks of negative headlines and record-low approval ratings, President Trump cut through the gloom with the roar of 59 Tomahawk cruise missiles launched at a Syrian airfield in the early hours of Friday. The mainstream cable media that Trump has so roundly criticized ran fawning reports, hailing Trump's decisiveness amid endless footage of the missiles blasting off into the Mediterranean night». [4]

The United States, Britain and France, in turn, submitted to the UN Security Council a draft resolution on the attack in Syria, accusing it of the Assad regime.

The US actions were absolutely unauthorized and it is unlikely that such a reaction was connected with this case.

From the point of view of the republican administration, there are sufficient grounds for moving to more radical methods than collective reprimand in the UN Security Council. Stated differently, «it is not so much the legal aspects as the history of the Assad regime played a decisive role in the choice of the United States military strategy in Syria, removing the issue of the need for evidence».

«To prepare such a strike, it is necessary to conduct a large complex of activities for reconnaissance, planning, preparing flight missions and bringing the missiles into full readiness for launch. It is clear to any specialist that the decision to strike a missile strike against Syria was made in Washington long before the events in the village» – said Igor Konashenkov, the official representative of the Ministry of Defense of the Russian Federation.

World media almost did not notice that the bombing of Khan-Sheikhun continued after the chemical attack. The central regional hospital was bombed, the White Helmets, the White Helmets volunteers, who shelled the civilian population during the air strikes, were fired upon.

I have made comparison of data from foreign and domestic media on the factors of perception in conflict.

In the context of conflict, the perception is largely stereotyped and characterized by typical phenomena for social stereotypes.

**Emotional aspect** (strong emotional coloring, feeling of hostility towards the opposite side, distrust, fear, suspicion).

This aspect is suitable to the USA. My main example is an interview of Former US Ambassador to the UN John Bolton. In his speech, he mentions

Russia and Putin often and aggressively, stressing that Russia will answer for her actions. And the United States will show Russia its real place.

It's similar to the situation during WW2, when the Japanese in the eyes of the American lost their individual traits and was perceived as «Japanese in general» in other words, in the context of the historical events of those years only as an enemy.

Another aspect is **cognitive aspect** (the desire to simplify information, schematism in the evaluation of facts, the extreme selectivity of perception, that is, only information that is consistent with existing stereotypes is perceived, all the rest is ignored. As a result, perception assumes a narrowed character). Behavior of Russia is more suitable for this aspect. For example Russia said the Syrian air force had struck Khan Sheikhoun «between 11:30am and 12:30pm local time» on Tuesday, but that the target had been «a large terrorist ammunition depot» on its eastern outskirts.

But there is five hours differ between chemical attack and this attack. And also there is no any evidence to confirm this version.

**Strengthening of stereotypes** is promoted to a considerable extent by propaganda aimed at forming the «image of the enemy». Each side tries to make propaganda as simple as possible, intelligible. All this leads to the fact that in the conflict the masses begin to actively support their political leaders.

In the most extreme form, stereotypes are manifested at the level of **mass consciousness**. To a large extent, they are created and maintained by the mass media. However, the political elite is not free from stereotypes. Actively participating in the creation and formation of stereotypes, decision makers often themselves are no less exposed to the same stereotypes they created. [1, p. 30]

For this conflict is inherent the phenomenon of **prescriptive distortion**. It consists in the fact that any actions of the opposite side are explained by its «malicious intent». And it is inherent in both sides.

Both participants have a phenomenon of **«mirror images»**. Participants believe that their interests and goals do not coincide more than in reality. This leads to further escalation of the conflict.

One should not think that the phenomena of perception have only a negative function. In the context of conflict and crisis, when it is necessary to act quickly, stereotypes contribute to **«quick adjustment»** precisely through **schematism and simplification**. Therefore, with sufficient degree of adequacy of stereotypes of the real situation, they allow to quickly find the necessary solution.

We do not know how the conflict is going to be resolved and I would not like to try to predict.

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## **КЛЮЧЕВЫЕ ФАКТОРЫ УСПЕХА ТНК НА МИРОВОМ РЫНКЕ**

### **К. А. Швайбовичка**

В современной мировой экономике в последние десятилетия имеет место постоянный прирост масштабов транснационализации – это повышение удельного веса международного движения капитала, технологий, труда, информации в суммарном объеме миграции данных факторов. Начиная со второй половины XX века значительно возросло значение транснациональных компаний. Мировая экономика сейчас уже не считается общей суммой национальных экономик, а является реально существующей геоэкономикой, то есть мироцелостной системой с присутствием хозяйственных систем различных стран новых субъектов, таких, как транснациональные корпорации (ТНК), компании, а также их альянсы.

Численность транснациональных компаний существенно увеличилась с 1970 года. В то время зарегистрировано всего 7 000 подобных организаций. К концу 90-х годов XX века их количество выросло и достигло 60 000. В настоящее время в мире насчитывается примерно 82 тысяч ТНК, которые имеют около 810 тысяч филиалов во многих государствах на всех континентах. Среди 500 самых влиятельных международных ТНК 85 транснациональных корпораций контролируют примерно 70 % от всего объема всех заграничных инвестиций.

Сегодня деятельность ТНК в мировой экономике происходит в условиях развития глобальной конкуренции, которая обусловлена интенсификацией международного обмена, развитием мировой торговли, активизацией зарубежного инвестирования, активизацией мирового рынка. В данных обстоятельствах ТНК важно определить для себя ключевые факторы успеха для того, чтобы обойти своих конкурентов и эффективно работать и развиваться.

Под фактором успеха следует понимать определенный внешний или внутренний ресурс, являющийся главенствующим и обязательным для достижения какой-либо конкретной цели. КФУ- это ограниченное число сфер деятельности, достижение хороших результатов в которых будет гарантировать успех в конкурентной борьбе фирмы

Основные виды ключевых факторов успеха отражены в таблице 1. По данным таблицы видно, что ключевые факторы успеха можно сгруппировать в несколько групп – это факторы, зависящие от технологии, факторы, относящиеся к производству, к реализации продукции, факторы,