

The city is not only a large gathering of people, but also a concentration of social problems. Sociologists believe that the larger the city, the more acute the problem, wider their range and more difficult to solve. Among the sociological problems, the humiliation of the role of a person is particularly highlighted: not a city for a person, but a person, or rather labor resources, for a city; migration and an unhealthy lifestyle. In this regard, the number of dysfunctional families, the reluctance of young people to engage in physical labor, loneliness, the spread of mass subcultures increases. Economic inequality is more pronounced, which increases the aggressiveness of the lower strata of the population. Of course, urbanization reveals excellent opportunities for training of young people: a large number of groups, workshops, events. In addition, the number of people involved in science is increasing. However, as we have noted before, technological progress has a detrimental impact on the environmental situation on Earth, which can ultimately lead to the death of mankind. The ecological balance of the urban environment, according to many experts and scientists, will be more stable while maintaining: – a minimum of species, the simplest abiotic formations in the ecosystem; – the optimal state of environmental components; species diversity; – the balance between intensively and extensively exploited areas. All environmental conditions necessary for human life play an equal role, and only their optimal combination ensures prosperity, and not compliance with environmental parameters, leads to the inevitable extinction of living organisms.

Thus, the future of our cities, countries and our planet depends on what steps we take now. The concept of sustainable development can help us in this. The economic component implies the optimal use of limited resources and the use of environmentally friendly – natural, energy, and material-saving technologies, including the extraction and processing of raw materials, the creation of environmentally acceptable products, minimization, processing and destruction of waste. The social component of sustainable development is focused on the individual and is aimed at maintaining the stability of social and cultural systems, including the reduction of the number of destructive conflicts between people. From an environmental point of view, sustainable development must ensure the integrity of biological and physical natural systems. Of particular importance is the viability of ecosystems on which the global stability of the entire biosphere depends.

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ENVIRONMENTAL SOCIAL ADVERTISING

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In the modern world, environmental problems are the most urgent, therefore more and more people are becoming concerned for the future of our planet. Many of these people are uniting in social groups and organizations. Their goal is to achieve the solution (or prevention) to environmental problems in different ways. One of them is environmental social advertising [1].

Keywords: environmental problems, environmental social advertising.

Implementation methods of environmental problems:

- posters;
- billboards;
- flyers;
- symbols on consumer goods;
- graffiti;
- comics;
- photograph;
- videos.

The major environmental problems are the pollution of air basin, ozone layer depletion, the pollution of World Ocean, the depletion of freshwater, the destruction of plants and animals species, the depletion of natural resources, and the disfigurement of natural landscapes [3].

Environmental social advertising attracts public attention to these problems, and therefore plays an important role in the protection of nature. It should be mentioned, that such advertising is often cruel and shocking. However, only in such way, we can demonstrate to people the real harm to the environment. Greenpeace, World Wildlife Fund (WWF), and a radical organization People for the Ethical Treatment of Animals (PETA) make the largest number of advertising material [2].

Environmental advertising has the following functions: information, economic, educational, and social. Information function serves to highlight a certain environmental problem and to attract attention to it. Economic function forms a certain point of view on a problem, which can lead to economic improvement to a country. Educational function helps to spread certain social values and promotes them in society. Social function forms public consciousness and changes social behavior [3].

The aim of environmental social advertising is a change of public attitude to an environmental problem, and the inculcation of new social values in the future. That's why environmental advertising is one of the way of work with social opinion. The realization of its aim affects on the effectiveness of social environmental organizations. There are a lot of state and non-state environmental programs, which use social advertising [1].

Mass media plays an important role in spreading knowledge about ecology among population and forming environmental world outlook. Because of wildy integration of electronic mass media, demand of accurate, sequential and emotionally balanced information about environmental condition and reasonable using natural resources. Apart from demonstration of concern about environmental condition, there is need to show positive developments in the protection of nature and to find constructive variants of solution to environmental problems.

It should be mentioned, that despite of the fact that the role of environmental social advertising is rather high, the question of studying the formation of mass social assessments, stereotypes and traditions remains relevant [2].

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WATER INTENSITY OF DAIRY INDUSTRY AND WAYS OF ITS OPTIMIZATION

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The piece covers the specifics of water use by dairies and ways of optimization of water consumption and water disposal by such facilities.

Keywords: water intensity, technological regulations, water use optimization.

A comparative analysis of water consumption by operators of various industries shows that food industry operators are the most water-intensive in terms of drinking water consumption per unit of output. Thus, to produce about 4,400 t of butter and cheese per year, a dairy consumes about 130,000 cubic meters of drinking water.

The main objective of the implementation of optimal water consumption is the use of environmentally friendly technology to support production with minimal harmful impact on the environment by reducing the discharge of sewage and reducing the mass of pollutants in their composition, emissions and solid waste, as well as water and energy consumption.

The calculations of specific water consumption technological standards for a number of dairies and their subsequent comparative analysis have shown the presence of a number of peculiarities in terms of water consumption: use of a large volumes of fresh drinking water for sanitizing equipment; formation of milk processing by-products: whey, which needs to be incorporated into the production process and processed; evaporated moisture (vapour) in vacuum evaporating installations; permeate water generated as a result of operation of reverse osmosis, nanofiltration and similar installations; limited use of recycled water by food industry operators in com-