

References

1. Advertising [Electronic resource]. — Access mode: https://revolution.allbest.ru/marketing/00415159_0.html. — Access date: 04/02/2023.
2. *Khapenkov, V. N.* Organization of advertising activities / *Saginova, O. G. Fedyunin, D. V.*, 2010. — Tutorial.

УДК 304.4

Y. D. Matveyuk, E. A. Ivinskaya

Belarusian National Technical University, Minsk, the Republic of Belarus

THE DIRECTIONS OF DEVELOPMENT OF THE SOCIAL SPHERE IN THE REPUBLIC OF BELARUS

Introduction. The social structure in the Republic of Belarus is represented by various segments of the population which differ in income, education, age and other parameters. The largest segment of the population in Belarus are workers in industry and agriculture, as well as government organizations and services. There is also a significant number of representatives of the middle class in the country, including entrepreneurs, managers, specialists in various fields, etc. In addition, there are segments of the population in Belarus who are experiencing difficulties in socio-economic terms, including low-income citizens, the unemployed, pensioners, etc. There is also a small layer of rich people, including businessmen, politicians, celebrities, etc. The social structure in Belarus is quite stable and does not change quickly. However, in recent years there has been some change in the social structure associated with the development of new technologies and changes in the economic situation in the country. The social sphere of the Republic of Belarus is one of the most important areas of state activity, as it is directly related to the well-being of the population and improving the quality of life of citizens. In the Republic of Belarus the social sphere includes such areas as: healthcare, education, culture, social protection [1].

The main part. 1. Healthcare in the Republic of Belarus is actively developing and is under state control and management. Belarus has a system of compulsory medical insurance which allows citizens to receive free medical care in state medical institutions. The state invests in the modernization of medical institutions, the introduction of new technologies and equipment, and professional development of medical workers. Highly qualified doctors and nurses work in the Republic of Belarus as well as modern diagnostic and treatment technologies are used. To improve the quality of medical care, new medical institutions are being created in Belarus, including multidisciplinary hospitals and clinics. There is also a program for the development of family medicine and care for the elderly at home. The State also provides support to families with children who need medical care. To do this, there are free treatment programs for children born with serious illnesses, as well as preferential treatment programs for children with disabilities. Thus, healthcare in the Republic of Belarus is constantly developing and receives support from the state, which allows citizens to ensure the availability and quality of medical care.

2. Education plays an important role in the activities of the Belarusian state. Public education in Belarus is free and compulsory for all citizens. The education system includes preschool, primary, secondary and higher education. Highly qualified teachers and teachers work in the Republic of Belarus, and educational institutions are equipped with modern equipment. Belarus also actively cooperates with foreign educational institutions and participates in international projects which makes it possible to improve the quality of education in the country. There are also vocational training and retraining programs in the Republic of Belarus. These courses and programs are aimed at improving the skills of the workforce. There are also various programs for technical specialists that are aimed at improving the economic situation in the country. The State also supports families with children by providing paid and free medical care for children, as well as the opportunity to visit various preschool institutions for free. So, by developing education in the republic of Belarus, we will be able to improve the quality of life and receive highly qualified specialists who, as a result, will change the economic situation in the country [2].

3. The development of culture in the Republic of Belarus is one of the most important directions of state policy. The cultural sphere is developing in Belarus which includes theaters, museums, concert halls, libraries and other cultural institutions. The State supports cultural events and projects which allows preserving and developing the cultural heritage of the country. The Republic of Belarus hosts international festivals and competitions, as well as mass cultural events that attract the attention of not only local residents, but also tourists. The cultural sphere in Belarus also takes care of the development of youth by conducting special programs and events for children and youth aimed at developing creative abilities and interest in art. In addition, folk traditions and customs are preserved in the Republic of Belarus. Folk festivals, costumes and crafts are an important part of the country's cultural heritage and attract the attention of tourists from all over the world. Thus, the development of culture in the Republic of Belarus is an important element of the state policy aimed at preserving and developing the cultural heritage of the country, raising the cultural level of the population and attracting tourists.

4. Social protection of the population is an important direction of state policy in the Republic of Belarus. The State provides support to citizens who need social assistance and protection. The Republic of Belarus has a system of

state social support for the population which includes payments of pensions, allowances, benefits and other types of assistance. To do this, there are social services and organizations that take care of citizens in need. The State also supports families with children by providing paid and free medical care for children, as well as the opportunity to visit various preschool institutions for free. For low-income families, there are benefits for housing and utilities [3].

In addition, the Republic of Belarus has assistance programs for the elderly, the disabled and other categories of citizens who need special protection and support. Thus, the development of social protection in the Republic of Belarus is an important element of state policy aimed at improving the quality of life of the population and ensuring social stability in the country.

Conclusion. In general, it can be concluded that the development of the social sphere in the Republic of Belarus is an important element of state policy aimed at improving the quality of life of the population and creating socially favorable conditions for the life and development of citizens. The State actively invests in the development of healthcare, education, culture and social protection of the population which makes it possible to ensure the availability and quality of social services and assistance for the general population. Highly qualified specialists in various fields of the social sphere work in the Republic of Belarus, as well as modern technologies and equipment are used which contributes to improving the quality of services provided. The State also provides support to families with children, the elderly, the disabled and other categories of citizens who need special protection and support. Thus, the social sphere in the Republic of Belarus is at a decent level and continues to develop which contributes to improving the quality of life of citizens and creating favorable conditions for their development.

References

1. Социальная сфера [Электронный ресурс]. — Режим доступа: <https://president.gov.by/ru/belarus/social>. — Дата доступа: 02.05.2023.
2. *Shvaiba, D.* Industry of the Republic of Belarus: problems of social and economic security / D. Shvaiba // Bulletin of Science and Practice. — 2018. — № 9 (4). — С. 245—252.
3. *Shvaiba, D.* Dynamic regression models of forecasting indicators of social and economic security / D. Shvaiba // Bulletin of Science and Practice. — 2019. — № 5 (1). — С. 249—257.

УДК 338.45

N. S. Metelitsa, L. V. Solovyova, A. P. Khatskevich

Belarusian National Technical University, Minsk, The Republic of Belarus

IMPORT SUBSTITUTION IN THE REPUBLIC OF BELARUS WITHIN THE FRAMEWORK OF UNION STATE PROGRAMS

Introduction. Import substitution in Belarus refers to the government's economic policy of reducing the country's dependence on imported goods and services by promoting the production of domestic substitutes. The policy is aimed at boosting the country's economy, creating jobs, and improving the balance of trade.

Under this policy, the government provides incentives to local producers to increase their output and improve the quality of local products. This includes tax breaks, subsidies, and other forms of financial support. The government also imposes tariffs and other trade barriers on imported goods, making them more expensive while being less competitive with domestic goods.

The main part. The import substitution policy in Belarus is being implemented in various sectors, such as agriculture, manufacturing and services. The national government invests in infrastructure, technology and human capital to support the growth of these sectors (machinery, agricultural products, vehicles, household appliances, electrical equipment, textile products, spare parts and accessories for tractors and cars to carry 10 or more people, vehicles with engine cylinder capacity, electric cookers, shoes, packaged antibiotics, electric wires, refrigerators-freezers and other products). This allows local industries to develop, such as food processing, textiles, and machinery manufacturing.

There is an agreement between the two states to implement 14 joint import substitution projects by early 2024. These programs are aimed at import substitution in Belarus with the financial support of the Russian Federation: to create drop-out components in the mechanical engineering sector[1].

The programs aim at a coordinated macroeconomic strategy, the introduction of common taxation principles, common policies in credit and finance, banking, industry and agriculture, and harmonized regulation of the joint markets for oil, gas, electricity and transport services.

The effectiveness of the Union State's programs lies in the integration aimed at the unification of markets in industry, construction, agriculture and many other fields of activity. Integration will remove barriers to mutual trade, and will also contribute to the convergence of social guarantees (medicine, education, pensions and benefits). At this stage, this integration between Russia and Belarus is very active in various directions.

These programs have made it possible to fix the gas price for three years. Since the signing of the union treaty, trade between the two countries has almost quadrupled.