

**Conclusion.** Thus, by summarizing the characteristic features of modern television discourse, we can define the communicative-pragmatic structure of children's TV shows in English as a multi-level system which consists of a certain number of communicative-pragmatic blocks and attitudes that require the realization of speech strategies and tactics to enhance the persuasive effect of television programs for children.

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## **BELARUSIAN SOCIETY IN THE ERA OF DIGITAL TRANSFORMATION**

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**Keywords:** digitalization, digital transformation, information and communication technologies, belarusian society, features and risks.

The development of information and communication technologies is a global trend. The countries of our planet are competing in the development and implementation of digital innovations in various spheres of society. The world's capitals are competing to be the best smart city. Digital transformation affects all spheres of society: industry, economy, medicine, education, social sphere. However, society is the basis of any state and the source of any development. It is important to understand how digitalization, information and communication technologies affect a person's daily life, to determine their benefits and risks. The purpose of this study is to examine the Belarusian society during digital transformation, to identify features and risks.

**Material and methods.** The research materials used the regulatory legal acts of the Republic of Belarus in the field of digitalization, the state program «Digital Development of Belarus» for 2021-2025, official state and international statistics on the research topic, scientific articles on the research topic, as well as the author's own research. The research methods were structural and functional analysis, document analysis, and a systematic approach was also applied.

**Findings and their discussion.** The world leader in the application of information and communication technologies in public life is China with its «social credit» system. Every citizen's action is evaluated by a computer and every step is monitored by 170 million surveillance cameras across China. The global goal of this system is to create a nationwide database where citizens will be assigned an identification number. However, today this system does not function

as a single whole. Each city has the ability to regulate both the set of bonus points and the sanctions, directly influencing the citizen's rating. In many ways, the operation of the system is possible only thanks to the «Great Chinese Firewall», the national Internet and national applications. In some cities, the rating system has been operating since 2013, but residents can only find out about their low status if they apply for a service. A low rating will not allow you to buy air tickets, book hotels, get a good job, or enter a prestigious university. The «black list» deserves a separate mention, where the guilty citizens are separately entered. At the same time, the system often brings the situation to the point of absurdity.

Fortunately, the Belarusian information and communication reality is not so similar to the «Black Mirror» series from Netflix. However, the development of ICT is at a fairly high level. For example, Belarus ranked 16th among 132 countries in terms of the indicator «Access to ICT» according to the «Global Innovation Index 2021» [1]. In terms of points, however, our country is in 62nd place. The Index is a ranking of the innovation capabilities and results of world economies. It measures innovation based on criteria that include institutions, human capital and research, infrastructure, credit, investment, linkages; the creation, absorption and diffusion of knowledge; and creative outputs [2].

The Republic of Belarus, according to the report of the International Telecommunication Union «Measuring Information Society Report» in 2017, occupied the 32nd position and was the leader in the development of ICT in the CIS region [3]. According to the results of a UN study, by 2020 Belarus ranked 40th in the e-government readiness index in the rating, retaining its position as a country with a high level of its value. Compared to 2018, the e-government readiness index of Belarus increased by 5.8% in 2020. According to the report on the development of telecommunication services in Belarus for 9 months of 2021, there are 3.27 million subscribers of fixed broadband Internet in the country, of which 2.82 million subscribers are connected using GPON technology. The number of mobile subscribers (11.781 million people) exceeds the population of the country (9.3 million people). The coverage of the country's territory with 3G networks is 98.4%, with LTE networks - 76.7% [5].

The State Program «Digital Development of Belarus» for 2021-2025 provides for the implementation of measures to create (develop) a modern information and communication infrastructure, introduce digital innovations in the sectors of the economy and technologies of «smart cities», as well as ensure information security of such solutions. A comprehensive digital transformation of public administration processes, regional and sectoral development is envisaged, as a result of which a positive impact on the achievement of most of the UN's Sustainable Development Goals, including in the areas of health care, education, ensuring the environmental sustainability of settlements and others, will be realized [6].

We know the statistics, we know the tasks of the profile state program for digitalization, and now let's imagine one day in the life of a young Belarusian citizen, a resident of Minsk, in terms of the use of information and communication technologies. Our digital Belarus wakes up by an alarm clock, checks social networks, watches news on the Internet via a smartphone / tablet / computer, or listens, for example, to the «Morning Show» from a smart Yandex speaker with Alice on board. Eats breakfast (electricity and water consumption), takes a shower (water consumption). Then he looks at the schedule of public transport through the Minsktans portal or Yandex maps, the traffic situation through the same maps - if he has a car or orders a taxi through the same service. In transport, he clicks a ticket or buys a ticket using the TIX services, «OPLATI» or the Belarusbank application. Entering the university or work – he spends with a student card or a work pass at the checkpoint. Works, uses software and the Internet. At lunch he goes to a cafeteria or cafe (pays for food with a card). After completing work / studies, he returns home in the same way as he traveled. Checks the child's electronic diary if he has children. Orders an electronic prescription from a doctor if he feels unwell. Go in for sports (tracking physical indicators using smart bracelets and other devices). Book tickets online for cultural events. Draws up electronic reports, if he does business, signs documents with an electronic digital signature. Uses his biometric passport to carry out the procedures he needs. Pays for services through ERIP. Pays utility bills through the AIS «RASCHET». Watching video content via IPTV or Smart TV. Orders food. Goes to the store or orders delivery of groceries (pays for the costs). Washes clothes, uses a bathroom (water and electricity consumption). Goes to bed (cut off most of the electricity).

Thus, each Belarusian today generates such a volume of Big Data, the use of which allows to optimize the production of electricity and heat, influence city traffic and public transport, track work / study employment, pursue economic policy based on financial costs and vital interests of an ordinary citizen, know health status, know the cultural level based on the content viewed and dozens of other indicators. Working with this data will allow the government and private companies to conduct their activities more efficiently. However, there are a number of problems. The first of these problems is the lack of nationwide information systems and public-private databases. Big Data today is a gem, it is difficult to share, although it is necessary in terms of obtaining further benefits as a result of the exchange of this information. The second significant issue is safety. When a private company, for example, Yandex, transfers Big Data to the state for use, will there be a leak of personal data? Therefore, information security is one of the most important tasks of the digital transformation of the Belarusian society. The third question is privacy policy. Citizens are required to know that their personal information serves as a grain on the scale when making certain decisions. The fourth problem is the lack of public awareness of its digital capabilities. A citizen today can significantly simplify many life tasks with

the help of implemented projects in the field of ICT, but people simply do not know about these opportunities.

**Conclusion.** Belarus is a developing country. The Belarusian society occupies a fairly high position in terms of the level of ICT development both in the region and in the world, profile state programs harmoniously develop the industry, at the first stage building a high-quality information and communication structure, and continuing development in projects such as smart cities. The digital reality of Belarusians is already filled with a large number of opportunities, but these opportunities are still only slightly open, and for full power it is necessary to resolve issues with joint projects of the state and Big Data generating companies, digital security, privacy and informing citizens about their capabilities in the digital field.

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## **POLISH SCHOOLS IN THE BSSR IN THE INTERWAR PERIOD (1921–1939)**

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**Keywords:** BSSR, polish national minority, schools.

The relevance of the research is determined by the peculiarities of historical development of Belarus as a multinational state as well as by the necessity to build mutual relationships between various ethnic communities, between those communities and the state.

**Material and methods.** Source base of the research presents materials from the National Archives of the Republic of Belarus and aggregated statistical data.