

under the direction of the teacher, but also a means for independent studying and a source of obtaining additional data in foreign language. Besides, the electronic textbook gives teachers the opportunity to carry out current and total control of students' progress quickly and objectively, and students can qualitatively solve problems of accumulated skills self-control. But, on the other hand, it is important to emphasize that, despite all the advantages of electronic educational editions, it is necessary to consider that electronic textbooks are only the auxiliary tool, they can supplement instead of replacing the teacher. Thus, there is nothing surprising that information and communicative technologies start being used as the innovative trends of modern education and are more actively used in training process. Educational activity of modern higher education institution is carried out in competitive market conditions that forces to pay special attention to quality of provided services. Efficiency of modern technologies and methods of training will depend in many respects on the teacher's ability to solve the problem not only of creating the comfortable psychological and emotional environment for training, but also of finding optimal balance between selecting relevant professional activity of the contents and speech models enabling to form practice-oriented communicative competence.

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COMPETITIVENESS OF BELARUS: PROBLEMS OF EVALUATION

КОНКУРЕНТОСПОСОБНОСТЬ БЕЛАРУСИ: ПРОБЛЕМЫ ОЦЕНКИ

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Ключевые слова: конкурентоспособность, Всемирный экономический форум, индекс восприятия коррупции, Глобальный индекс инноваций, индекс социального развития, индекс глобализации

Abstract. The article considers national competitiveness in conditions of globalization challenges. Competitiveness is an important indicator of the country on the world stage. It allows you to evaluate trade effectiveness in this country, productivity of labour, stages of competitive advantages of the country, etc. Reviewed are the ratings of international competitiveness in recent years and Belarus' position in them. Belarus is considerably inferior to the countries-neighbors according to various indicators of competitiveness. Although in the period from 2002 to 2012,

Belarus was able to provide a high rate of growth and improving business environment, the country still has difficulty with the level of development of transport infrastructure and level of corruption. The greatest difficulties Belarus has experienced perhaps the most important component of competitiveness are the quality of institutions that define the "rules of the game" for economic agents.

Аннотация. В статье рассмотрена национальная конкурентоспособность в условиях глобализации вызовов. Конкурентоспособность – важный показатель, характеризующий страну на мировой арене. Она позволяет оценить насколько эффективно производство в данной стране, какова производительность труда, на какой стадии конкурентных преимуществ находится государство и многое другое. Рассмотрены рейтинги международной конкурентоспособности за последние годы и позиции Беларуси в них. Беларусь значительно уступает странам-соседкам по различным показателям составляющих конкурентоспособности. Хотя в период с 2002 по 2012 годы Беларусь смогла обеспечить высокие темпы роста и улучшение бизнес-среды, страна до сих пор испытывает трудности с уровнем развития транспортной инфраструктуры и с уровнем коррупции. Наибольшие трудности Беларусь испытывает в едва ли не самой важной составляющей конкурентоспособности – качестве институтов, которые определяют «правила игры» для экономических агентов.

Measuring the competitiveness of countries involved in two international organizations: the World Economic Forum (WEF) and the International Institute for Management Development (IMD). The Global Competitiveness Index (GCI) is made up of 114 indicators, of which 79 are formed by the results of a survey of company executives, and 35 indicators are based on statistical data of international organizations. Both these organizations do not include Belarus in their ratings because of problems with the reliability of official statistics. An attempt to measure the competitiveness of Belarus on the methodology of the WEF was undertaken in 2013 and 2014 by the CASE Research Center. CASE Belarus conducted a study wishing to determine the place of Belarus in the GCI rating in the reports of the WEF 2012/2013 and 2013/2014, if Belarus at that time included it. To do this, microdata was used to interview managers of 121 Belarusian companies on the questionnaire of the WEF. According to calculations by CASE Belarus, the value of GCI for Belarus for 2012-2013 was 4.29. It would allow Belarus to rank 61 in the ranking, settling down between Hungary and Bulgaria, and pushing Peru out of 61st place. If we assume that in 2013 the companies would assess the quality of the socioeconomic environment in the same way as in 2012 (there was no re-poll), updating 35 macroeconomic indicators, the value of the global competitiveness index for Belarus in 2013-2014 would be 4.34. It would allow Belarus to qualify for the 55th place, located between Costa Rica and Brazil. From the countries of the European Union, Belarus would outstrip Bulgaria, Romania, Slovakia, Hungary, Cyprus, Greece and the Balkan countries. From the countries of the former USSR would take 6th place, behind the Baltic countries, Azerbaijan and Kazakhstan.

Competitive position of Belarus is determined today in the following intercountry rankings:

1. In January 2016 the Corruption Perception Index was updated. Belarus took 107th place - the highest result since 2010 (compared to the previous year - an improvement of 12 positions). Russia is at 119th, and Kazakhstan - at 123rd place.

2. In November 2015, the Index of Prosperity-2015 was published. Belarus is on the 63rd place (deterioration in comparison with the previous year by 10 positions). The deterioration was mainly due to indicators of "personal freedom" (-24 positions) and "social ties in society" (-16 positions). The situation improved only in terms of "economy". Our country occupies the highest places on "social" subindex: "education" (31) "social ties in society" (37) and "health care" (38). Worse is the situation with subindexes "public administration" (121) and "personal freedom" (128th place). If Belarus outstripped Russia and Kazakhstan by the results of the previous report, in 2015 it lags behind them: Kazakhstan is at the 56th place, and Russia - at 58th.

3. In the updated Global Innovation Index on September 17, 2015, Belarus rose by 5 positions to 53 places, continuing the positive trend of the previous year, when the jerk for 19 positions was made. According to the subindex of the costs of innovation, Belarus is ranked 55th, which is 15 positions better than the previous year. At the same time, according to the subindex of innovation production, the position of Belarus has changed from 50 to 58. The decrease was mainly due to the decrease in applications for the registration of trademarks, registered trademarks for the Madrid system, the export of cultural and creative services.

4. In the Social Development Index-2015, published in April 2015, Belarus took 66th place (deterioration by 8 positions). The biggest impact on the worsening of the position in the Index of our country was provided by the "housing conditions" component: according to the previous report, 42% of the respondents indicated the availability of housing, in 2015 there are 32%. As well as the HDI, Belarus is ahead of Russia (71st place) and Kazakhstan (83rd place).

5. In March 2015, the KOF Globalization Index was updated. Belarus rose from 75th to 72nd place (3 positions). Progress was also noted in Kazakhstan, which managed to climb 6 positions to 76th place, and Russia, now ranked 53rd (an improvement of three positions).

6. The country's position in the ranking of logistics efficiency, compiled by the World Bank, is deteriorating. Belarus in 2014 occupied only 99 place from 160 countries (in 2007 - 74 places, in 2012 - 91) [1].

Thus, to improve the international image of Belarus and increase the confidence of national and foreign investors in economic policy, Belarus should be among the leading countries in leading international ratings that characterize competitiveness, the business environment, the level of innovation development, and the effectiveness of state government in the country.

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**PRINCIPLE OF ORGANIZATION LANGUAGE
TRAINING OF FUTURE TECHNICAL
SPECIALISTS**

**ПРИНЦИП ОРГАНИЗАЦИИ ЯЗЫКОВОЙ
ПОДГОТОВКИ БУДУЩИХ ТЕХНИЧЕСКИХ
СПЕЦИАЛИСТОВ**

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Ключевые слова: *интерактивные методы обучения, коммуникативная компетентность, профессионально ориентированный иностранный язык, специалисты - технологи, интерактивный процесс, инновационные методы.*

Abstract. The article deals with the particularities of interactive learning techniques in order to create foreign language communicative competence of technical universities students. As the process of students' foreign language learning should provide not only the acquirement of some certain level of knowledge, but also promote the successful implementation of educational and developing potential of academic subject. Such purpose of training, in our opinion, can be achieved thanks to the introduction of interactive teaching methods: "brainstorming", method of projects, role-playing and business games, discussions, debates, round tables, where teachers and students act as equal participants of educational dialogue while also stimulating their creativity.

Аннотация. В статье рассматриваются особенности интерактивных методов обучения для создания коммуникативной компетенции иностранных студентов технических университетов на иностранном языке. Поскольку процесс обучения иностранному языку студентов должен обеспечивать не только приобретение определенного уровня знаний, но и содействие успешной реализации образовательного и развивающего потенциала академического предмета. Такая цель обучения, на наш взгляд, может быть достигнута благодаря внедрению интерактивных методов обучения: «мозговой штурм»,